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THE NATIONAL NEWSPAPER OF MARKETING

New FDA Rules Detranquilize Drug Marketers

Smith, Kline & French May Issue Publication, Cut Journal Schedules

PHILADELPHIA, Dec. 22—Smith, Kline & French Laboratories, one of the nation's leading ethical drug producers, has under serious consideration a new publication for doctors. If it materializes, the company will suspend a substantial portion of its advertising in medical journals.

SK&F confirmed this week that such a publication is a possibility, either as a quarterly or a bimonthly. The company indicated that it would make a decision next week after it had clarified in its own mind the import of the new Food & Drug Administration regulations on promotion of ethical drugs.

The new FDA regulations, scheduled to take effect Jan. 8, are under intense scrutiny these days in the medical, legal and marketing departments of pharmaceutical companies. Several of the companies profess to be confused about the specific implications.

■ The FDA regulations, stemming, in part, from the Kefauver investigation of the drug industry, specify that manufacturers must adhere closely in their promotional literature to the product description accompanying the label application.

The drug companies are enjoined, under the new rules, to give full disclosure in their promotional literature of contra-indications, possible side effects and dosage recommendations.

By "promotional literature," the FDA is understood to mean all

(Continued on Page 12)

Creativity, Teamwork Will Keep Smaller Shops Alive: Schwartz

NEW YORK, Dec. 21—In these days of agency giantism, when many say you must get big in order to survive, one adman thinks there is "more opportunity for the small, tightly-knit creative agency than at any previous time in advertising history."

He's Larry Schwartz, president of a small agency, Wexton Co., and he made his remarks at a dinner of the League of Advertising Agencies last night. He forecast three trends in the coming "decade of opportunity for the smaller guy."

• "A trend away from brainstorming and group hand-holding toward the old-fashioned client-advertising man team—a return to the individual, the great creative mind, the great salesman, the great copywriter, the great planner."

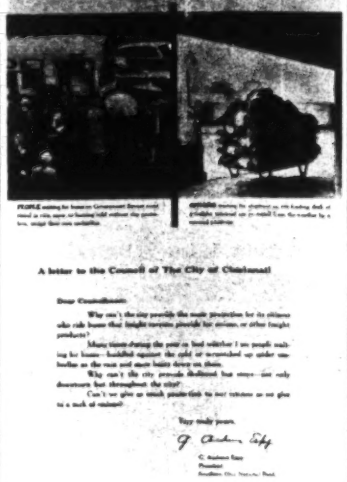
• "A trend away from overemphasis on the Great God Research and a greater awareness of the importance of basics like good product, good distribution, good advertising."

• "An increasingly greater role for the agency executive as the client's 'partner in marketing,' helping the client plan new products, new markets, new approaches."

■ Mr. Schwartz said that since 75% of new profits will come from new products, "there is a desperate need for the creative contribution of the old fashioned kind of agency executive typified by the 'smaller guy' who has become familiar with every facet of the client's business." He urged agency men to list their assets and goals much as they would for their clients.

In handling new product accounts—which often involve much agency expense before the first ads appear—he said, "The solution that's worked best for us is the minimum monthly guarantee of income, against which we credit commissions when they are earned." #

Aren't People As Valuable As Onions?



A letter to the Council of The City of Cincinnati

CRUSADE—*Southern Ohio National Bank's president, G. Andrews Espy, has strong feelings about Cincinnati bus patrons having to wait in bad weather without protection. So he had this ad prepared for the bank to take the matter directly to the public.*

Warwick & Legler Adds Airline Account

NEW YORK, Dec. 23—Transportation Corp. of America has awarded its account to Warwick & Legler. It includes Trans Caribbean Airways, the Washington, D. C., transit system and several other minor transit systems owned by O. Roy Chalk.

The account bills more than $250,000, on roughly a 60-40 airline to transit company ratio, and billings might go higher with the contemplated addition of jet airline equipment. Warwick & Legler won out over an agency list which included about 15 pre-screened agencies plus an equal number of volunteers.

Leonard Wolf & Associates is the previous agency. #

FTC Cites Ad Power in 'Unmerge' Rulings

Reduced Rivalry Finding Upsets Old Ruling; Scott, Pillsbury Plan Appeals

WASHINGTON, Dec. 22—Federal Trade Commission decisions against Pillsbury Co., Minneapolis, and Scott Paper Co., Chester, Pa., showed today that the commission intends to bear down on big advertisers who build their businesses by absorbing facilities of competitors or suppliers.

The commission is ordering Pillsbury to put Ballard & Ballard and Duff baking mix division of American Home Foods back in business as independent competitors, and it has ordered Scott to divest itself of three pulp and paper mills which it bought between 1951 and 1954. Both decisions hinge substantially on the finding that with the important marketing power already held by Pillsbury and Scott, the mergers added to their ability to dominate the home flour and sanitary tissue markets.

Both companies have announced that they will seek court review of the decisions.

■ The Pillsbury case was filed initially in 1952, after the company acquired Ballard & Ballard, an important regional flour company in the Southeast, and Duff, a pioneer in the prepared home mix market. At one point the complaint was dismissed by a hearing examiner, but was reinstated and retried by a second examiner.

The commission's decision today said the purchase of Ballard & Ballard "eliminated one of the few regional companies in the Southeast which were in a position to compete effectively in the family flour market with such nationwide distributors as Pillsbury and General Mills."

By combining with Ballard in the Southeast, the decision said, Pillsbury achieved a position in the whole market exceeding even General Mills.

Elimination of Duff as a competitor in the home mix market

(Continued on Page 60)

License Agencies, Nemarow Urges

Agency Head Says Step Would Guard Public, Help Ad Field 'Attain Respect'

BRIDGETON, N. J., Dec. 22—The idea of licensing advertising and public relations practitioners—dormant since its last eruption in May, 1958—has been resurrected by Sydney R. Nemarow, president of Nemarow Advertising Agency, New York, speaking before the Cumberland County chapter of the Women's Professional & Business Assn.

"It would be in the public's best interests for the various state governments to set up boards of review that would issue licenses to practice advertising and pr only to those who are qualified by schooling and character," Mr. Nemarow told the women.

According to his plan, "A licensee should have earned a B.S. or B.A. degree from an accredited

(Continued on Page 60)

Pall Mall Keeps Lead in Cigaret Sales for '60

American Tobacco Brand Widens Lead over Camel, 'Business Week' Reports

NEW YORK, Dec. 22—With a record number of Americans smoking a record number of cigarets, U.S. domestic sales will reach a new high of 476 billion cigarets in 1960, according to *Business Week*.

Top brand again this year is American Tobacco's king-size Pall Mall, which in 1959 wrested first place from R. J. Reynolds Tobacco Co.'s Camel, earlier the perennial sales leader.

In the ranking of companies, the survey added, Reynolds enjoyed an outstanding year, with three brands among the top six sellers: Camel, Winston and Salem. Reynolds also increased its industry-leading share of market from 29.5% to 31.6%. Brown & Williamson also increased its share of market slightly, while the other major companies declined.

■ "About 60,000,000 people—36,000,000 men and 24,000,000 women—smoked this year; that's about

(Continued on Page 10)

Justice Department Bares Share of Market, Sales Figures of Soap Giants

All Was Fourth Best Selling Brand Before Lever Buy, U.S. Says

NEW YORK, Dec. 22—Authoritative estimates of annual laundry soap and detergent sales and shares of market for many major brands—which reveal some startling changes in competitive standings—are contained in papers filed in federal court Dec. 15.

The original figures are from A. C. Nielsen Co. and are being used by the Department of Justice anti-trust division in its case against Lever Bros. for acquiring Monsanto Chemical Co.'s All.

Sales estimates cover the period from 1953 to 1957 and include most laundry brands of the "Big Three"—Procter & Gamble, Lever, Colgate-Palmolive—partial figures for Babbit, Fels and Purex products and Monsanto's All. The figures point up the decline of old-line soaps in favor of the new syndets (synthetic detergents).

■ Share of market data generally cover the six-year period 1953-1958 inclusive and the brands are broken down between light and heavy duty detergents, and their individual shares in relation to the total packaged detergent market.

The accompanying tables contain brand sales and market share filed by the government in southern district court. The statistics are part of a 52-page document placed in answer to a 15-page list of 35 questions which defendant Lever Bros. asked the government Oct. 15. Many of the Nielsen figures were originally furnished the Federal Trade Commission by Procter & Gamble in connection with another proceeding.

In its argument with Lever, the

(Continued on Page 52)

Last Minute News Flashes

Container Corp. Seeks Replacement for Ayer

CHICAGO, Dec. 23—Container Corp. of America is screening about six Chicago agencies, seeking a replacement for N. W. Ayer & Son, which has had the account for about 25 years. Container Corp. billings reportedly run between $400,000 and $500,000 a year. The new agency is expected to be named in mid-January.

Two Renault Distributors Switch to NL&B

NEW YORK, Dec. 23—Renault Inc. told ADVERTISING AGE today that Needham, Louis & Brorby has been appointed to replace Papert, Koenig, Lois as the agency for two factory-owned distributors on the West Coast—John Green Corp. and John Green Corp. of Northern California. Papert, Koenig—named only three weeks ago (AA, Dec. 5)—had opened a Los Angeles office to service this $500,000 account. The Papert agency said today it has not received a dismissal notice. Needham, Louis is the national Renault agency. Papert, Koenig handles an independent eastern distributor—Magna-Dolphin Motors, New York.

U. S. Tobacco Seeks Successor to LaRoche

NEW YORK, Dec. 23—U. S. Tobacco Co.—maker of King Sano and Sano plain end cigarets, plus a line of pipe tobacco, snuff and other smoking products—is conducting preliminary agency screening sessions in advance of a move from its current agency, C. J. LaRoche & Co., which has been handling all U.S. Tobacco Co. advertising since December, 1956. The account bills about $1,200,000.

(Additional News Flashes on Page 51)

All Big Accounts on Fee Basis in 5 Years: Ogilvy

TORONTO, Dec. 20—When David Ogilvy, president of Ogilvy, Benson & Mather, New York, came to town two weeks ago (he now spends about a day a week in Toronto), he forecast that within five years all major accounts in the U. S. will be worked on a fee basis.

He was referring, of course, to the fee-vs.-commission controversy in the U.S., which was revived when OBM abandoned the traditional 15% system of payment in favor of cost-plus-25% in connection with the Shell account.

■ Said Mr. Ogilvy, "A lot of advertising people in New York are saying that the fee system of remuneration will not work out with accounts the size of Shell. There is no doubt the system has bugs, but these will be ironed out and I'm sure that within five years all major accounts in the U. S. will be worked on a fee basis."

He said one of the reasons the Ogilvy-Shell plan was meeting with so much criticism was that "our agency thought of it first—at least so far as big accounts are concerned." If some other agency had been the first to initiate the system, he said, it would have been hailed as the savior of the advertising industry.

Mr. Ogilvy indicated he is building an agency in Canada "to liberate a number of the best accounts." The 49-year-old native Scot opened his Canadian shop here last summer after he had

(Continued on Page 60)

Cook Named Head of Prairie Farmer as Edwards Retires

CHICAGO, Dec. 21—George R. Cook, business manager of Prairie Farmer Publishing Co., has been named president of the company, succeeding James E. Edwards Sr. Mr. Edwards will retire Dec. 31 after 47 years with Prairie Farmer.

Born in Eagle Grove, Ia., Mr. Edwards joined *Prairie Farmer* in 1913, serving in the advertising and business operations of the farm paper publisher. He was advertising manager when named to the presidency in 1948, following the death of Burridge D. Butler.

Mr. Edwards will continue as head of the Burridge D. Butler Memorial Trust, which manages the investments of the original Butler estate and makes the earnings available for philanthropic causes through the Chicago Community Trust.

Mr. Cook, 56, was born in Edina, Mo., and attended St. Louis University. He worked for a Chicago printing company and a Chicago envelope company before joining the credit department of *Prairie Farmer* in 1927. He held the positions of assistant treasurer and treasurer of the company before being promoted to exec vp and business manager earlier this year.

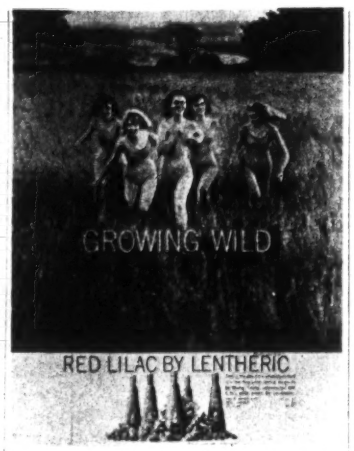
■ Stock of Prairie Farmer Publishing Co. was purchased last year by American Broadcasting-Paramount Theatres, New York (AA, Nov. 23, 30, '59), and the deal was officially consumated earlier this year. The stock represents ownership of one-half interest in WLS, Chicago radio station, and full ownership in a publishing operation which includes *Prairie Farmer*, Chicago; *Wallaces' Farmer*, Des Moines, and the *Wisconsin Agriculturist*, Racine. #

Skywriting by Space Craft Seen as Future Medium

PALO ALTO, Dec. 20—Two non-advertising men, both scientists with Lockheed Aircraft Corp., have come up with the idea that spacewriting of ad messages by orbiting satellites is a "real possibility."

They said the projected ad medium would result from a proposal for the use of a sodium vapor trail as an almost foolproof method of tracking space craft descending from orbit.

While "words" would not be legible at present, spacewriting in orange letters against the evening sky and visible for hundreds of miles "is a real possibility," according to Wallace Harper, a ceramist for the missiles and space division of Lockheed, and Ralph Armstrong, high temperature metallurgist. The letters, they said, would be visible "across hundreds of miles of sky."



WILD—*Lentheric will promote its Red Lilac fragrance in the March Mademoiselle and April Seventeen with this color page picturing five models, clad in red lilac leotards, scampering through a green field. Altman-Stoller, New York, is the agency.*

California Savings & Loan Groups Spent $14,500,000 on Ads in '59, State Reports

SAN FRANCISCO, Dec. 20—A total of $14,500,000 was spent on advertising during 1959 by the various savings and loan associations in California. This amounted to 12% of the total expenses of the associations.

The data on advertising expenditures is part of a just completed Stanford Research Institute study delivered to Gov. Edmund G. Brown, the first of its kind ever conducted for a state government.

The study revealed that the savings and loan business in California has increased more than 500% since 1950 and that savings and loan associations are the largest suppliers of mortgage loan funds in the nation, with their importance in California ranking slightly higher than in other states.

■ The study was done by SRI at the request of the California savings and loan commissioner, Frank J. Mackin, who said he wanted "an independent review of the changing position of the industry in California as a basis for developing administrative policies to help maintain a high level of financial service."

The number of state and federally chartered savings and loan associations increased by 34% between 1950 and 1959, during which time the number of head offices and branches rose 159%, mortgage loan balances outstanding increased 521% and total savings on hand jumped 532%.

Savings and loan associations, the second largest holders of savings accounts in the U.S., at the end of 1959 held 38% of the mortgage debt on non-farm homes and 27% of total private savings.

■ Authored by C. Joseph Clawson, Frank W. Barsalou and others on Stanford Research Institute's staff, the report asserted that "while savings and loan associations have helped to bring modern merchandising techniques to the financial community . . . certain advertising claims are incomplete and merit examination by supervisory authorities, the California Savings & Loan League and the individual associations."

During 1959 the associations in California spent $14,500,000 on advertising, or an average of $66,000 per association, representing 12% of total expenses, 3% of total income, 1% of the boost in savings and 0.17% of year-end assets.

During the first two months of 1960 associations spent $740,000 on premiums or gifts to savers for opening or adding to savings accounts, an equivalent of 5% of total advertising expenditures in 1959.

"The offering of premium and

(Continued on Page 51)

Benson Buys into Breithaupt, Milsom, Toronto; Relinquishes Stock in OBM

British Agency Move Leaves Ogilvy Almost Entirely in U.S. Hands

LONDON, Dec. 21—S. H. Benson Ltd. today announced the acquisition of a "substantial" interest in four-year-old Breithaupt, Milsom Ltd., Toronto, and withdrawal of financial interest in Ogilvy, Benson & Mather, New York.

The Toronto agency will operate in the future as Breithaupt, Milsom & Benson. R. A. Bevan, chairman of Benson, and H. O. Houchen, chairman of S. H. Benson International, will be represented on the board. Control will remain with Patrick S. Milsom, president, and Douglas L. Breithaupt, exec vp. The two Canadians will get seats on the board of Benson International.

As a result of this move into Canada—one of a series of international moves the British agency has made in the past few years—Benson will be relinquishing its entire stock interest in OBM, believed to be 10%, in order to avoid any conflict of interest in Canada. OBM has its own Canadian office. Mr. Bevan resigned as a director of OBM.

■ Benson's pullout means that OBM is now virtually completely U.S.-owned and U.S.-controlled. Mather & Crowther, another leading British agency, retains its shares, now reduced to what is described as a "nominal interest," probably no more than 10%.

S. H. Benson and Mather & Crowther—the latter headed by David Ogilvy's brother, Francis—joined in 1948 to provide the financing to start the Ogilvy agency

(Continued on Page 12)

Sara Lee Schedules Drive for Cakes Via Radio, TV, Print

CHICAGO, Dec. 22—Kitchens of Sara Lee will launch the "most intensive consumer advertising program in its history" next month, kicking off with a tv special Jan. 17 on NBC-TV starring Art Carney.

An ad budget of more than $1,000,000 has been set for the six-month drive—January through June—for Sara Lee cakes. The company's ad budget for 1961 is more than $2,000,000.

■ Theme of the commercials on the tv spectacular will be "Sara Lee cakes—they're all better because they're all butter." The same slogan will be repeated during the six-month period in print advertising which will include *The New Yorker*, the *New York Times, Sunday, Sunset Magazine* and large-space newspaper ads in 80 markets. A spot tv and radio drive also will use the slogan.

In addition, a second spring tv spectacular on NBC is being planned.

Sara Lee also is continuing to promote its entire line of nine cakes on the "Captain Kangaroo" show (CBS-TV). Cunningham & Walsh is the agency. #

Ad Tax on Dailies Bows in Louisiana as 'Integration Reply'

BATON ROUGE, Dec. 20—A bill to tax advertising in newspapers was introduced last weekend in the Louisiana legislature.

Rep. Elmer Tapper introduced the bill, which would make advertising subject to the state's 2% sales tax. "I just don't think they (newspapers) should be exempt," Mr. Tapper said.

The legislature has been smarting under criticism from newspapers in this state. The legislature is now in its third straight session since Nov. 4 in an attempt to find a way to keep segregation in public schools.

■ Newspapers have predicted that Gov. Davis' administration would sponsor a raise in the state sales tax, which has irritated the legislators and prompted them to charge that the proposal exists "only in the imagination of the press."

The prognostication became a reality last weekend, however, when a bill calling for a sales tax boost to 3¢ on the dollar was introduced. #

Metropolitan Buys Cook's K.C. Stations for $10,250,000

NEW YORK, Dec. 23—Metropolitan Broadcasting Corp. has purchased KMBC and KMBC-TV, Kansas City, from Cook Broadcasting Co. for $10,250,000.

Announcement of the buy was made jointly by John W. Kluge, chairman and president of Metropolitan, and Lathrop G. Backstrom, chairman of the board of Cook Paint & Varnish Co., Kansas City, parent company of Cook Broadcasting.

Two other Cook stations, which have been operating as satellites of the Kansas City stations, have been sold to other companies. KMOS-TV, Sedalia, Mo., has been sold to Jefferson Television Co., owner of KRCG-TV, Jefferson City, Mo. Sale of KFRM, Concordia, Kan., radio station, was being negotiated today. The Jefferson company is headed by William H. Weldon, previously a senior executive with John Blair & Co.

Sales of the three stations are subject to the usual FCC approval. No personnel changes are contemplated at KMBC and KMBC-TV at the present time, Mr. Kluge said. Don Davis will continue as president of the tv station, while John Schilling will remain president of radio. #

Highlights of This Week's Issue

McGraw-Hill Publishing Co.'s department of economics reports that 1961 will be a spotty year economically, with consumer goods spending due to hit a new peak, while spending on durables will be cut back $2 billion ..... **Page 4**

Canada's Supreme Court rules that stamp plans of Groceteria Co. and Independent Grocers Alliance are not illegal ..... **Page 6**

Optional insertion dates are of benefit to newspaper advertisers, says a joint statement from the Assn. of National Advertisers and the Newspaper Advertising Executives Assn. ..... **Page 6**

Getz Prescription Co., Kansas City, is a fast-growing concern, thanks to mail order drug business via Wall Street Journal ads ..... **Page 8**

Almost 10,000,000 British homes can now watch commercial tv, and ad volume is increasing at a rate of 10% or more each month, says the Independent Television Authority ..... **Page 14**

Two Canadian advertising groups—the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies—suggest offering inducements for U. S. magazines to print their Canadian editions in Canada ..... **Page 26**

Show business has provided the springboard for a number of today's crop of advertising men and women, and some of them reveal why their background has made them better admen ..... **Page 30**

Albert E. Sindlinger, of Sindlinger & Co., says advertisers are becoming more interested in the way their tv and radio programs sell their products than in the ratings they get ..... **Page 37**

Steuart Henderson Britt, author of "The Spenders," says that while the consumer's free choice in the market place may lead to some waste, it spurs the economy ..... **Page 41**

AA's Creative Man brings up for discussion a half-page magazine ad by U.S. Playing Card Co. ..... **Page 42**

E. W. Meade, who abandoned chilly Madison Ave. for the sunny South in 1953, reports continued success in the broadcast advertising field—on a part-time basis ..... **Page 47**

College students ask pointed questions about the advertising business during a youth forum conducted by Cunningham & Walsh ..... **Page 50**

American Tobacco Co. celebrates its 35th anniversary with Lawrence C. Gumbinner Advertising ..... **Page 53**

Stockholders of Cowles Magazines and Cowles Broadcasting Co. approve a merger of the two companies, effective after a transfer of stock ..... **Page 54**

Newspaper r.o.p. color advertising in October totals 17,009,096 lines, a gain of 5.4% over linage reported for October, 1959 ..... **Page 59**

FIGURES TO FILE

How Leading Cigaret Brands Fared in 1959-1960 ..... Page 10
Videodex Net TV ..... Page 14
Farm Publication Linage ..... Page 38
Soap, Detergent Sales—1953-1957 ..... Page 52
Share of Market for Soaps, Detergents, 1953-1958 ..... Page 52
Oil Advertisers' Gross TV Expenditures, 1st 9 Months, 1960 ..... Page 54

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MacManus Adds Olmsted Shop as Twin Cities Unit

Minneapolis Office to Open Billing $5,000,000; Will Help Service 3Ms

MINNEAPOLIS, Dec. 21—All facilities and personnel of Olmsted & Foley, Minneapolis agency, have been merged into a new Twin Cities office of MacManus, John & Adams, Bloomfield Hills, Mich.

The Michigan agency, which has billings of more than $50,000,000, has represented several divisions of Minnesota Mining & Manufacturing Co.

Ernest A. Jones, president of MacManus, said the new office in

Ernest A. Jones

Ward Olmsted

Minneapolis would open with billings approaching $5,000,000.

Olmsted & Foley is currently billing between $1,500,000 and $2,000,000 annually. Principal accounts include Fort Dodge Laboratories, Fort Dodge, Ia., manufacturer of veterinary pharmaceuticals; H. B. Fuller Co., Minneapolis, maker of industrial adhesives; Marquette Appliances, Minneapolis distributor, and several products of Chun King Sales, Duluth, including Wilderness pie filling, Jeno's Italian food line and Living Earth potting soil.

■ Olmsted & Foley was founded as a partnership in 1943 by Ward H. Olmsted and John T. Foley. The corporate name disappears in the merger.

Mr. Jones said the expansion will "allow continuous contact with our clients in the Twin Cities area and offer the specialized services of a major national agency to clients of Olmsted & Foley and to other companies."

Mr. Olmsted, who becomes chairman of the executive committee of the new office, said, "The combined operation will greatly expand services to our clients and will prove a new stimulant to Twin Cities advertising."

William B. Everson, vp of MacManus, is being transferred to

W. B. Everson

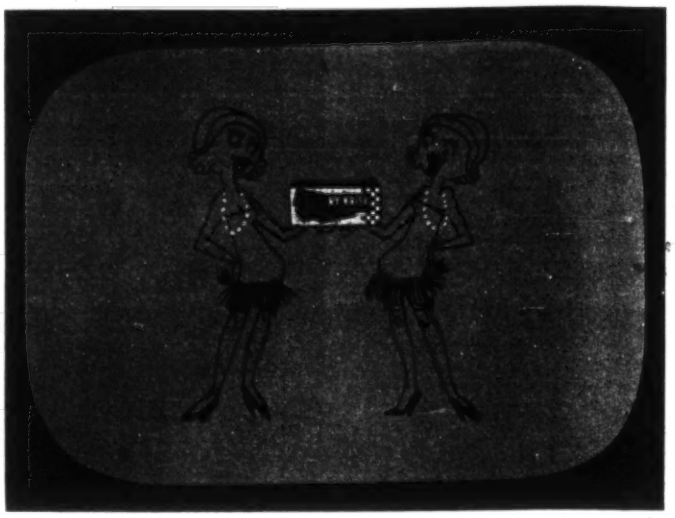
John Foley

Minneapolis from Bloomfield Hills as vp in charge of client service.

John T. Foley, president of Olmsted & Foley, becomes vp in charge of administration.

Robert L. Garrison, senior vp of MacManus, will co-ordinate operations between the new office and the agency's headquarters.

MacManus now has offices in Detroit, New York, Los Angeles, and Toronto, and an international department functioning in 23 foreign countries. #



FLAPPERS—*This is a frame from a fully animated, one-minute commercial for Ralston Purina's Ry-Krisp. The commercial, which has appeared in New York on WCBS-TV, WNBC-TV and WPIX, will be featured in schedules running up to 14 weeks in several additional markets, starting early in 1961. The commercial begins with an announcer saying: "And now Ry-Krisp brings you the first revival of a television commercial from the 1920s!" Twenty-one calories per cracker are promoted to the tune of "Charleston." Guild, Bascom & Bonfigli is the agency; Film Fair, Hollywood, produced the spot.*

Chamberlain Is MMN President

Moore Helped Pick His Successor, Former Rep, Former Agency Man

NEW YORK, Dec. 23—Million Market Newspapers got a new president this week. He is Joseph W. Chamberlain, currently an account executive with Young & Rubicam and formerly a newspaper space salesman.

Mr. Chamberlain succeeds Warner R. Moore who resigned as "president pro tem" after six months with the group. Mr. Moore's departure from MMN was something of a surprise to the ad business, since there was no indication that his post was temporary when he joined the organization last July.

However, it was learned today that Mr. Moore had acted as more or less a parttime president and that he was originally hired to provide "name" leadership for MMN, following the departure of the fledgling group's first president, William B. Carr. Mr. Carr was convicted last May on a federal income tax charge. Mr. Moore also, it was said, helped screen potential successors at MMN.

■ Mr. Chamberlain, who takes over Jan. 16, when Mr. Moore returns fulltime to his own independent company in Philadelphia, is a native San Franciscan, who has spent most of his career so far on the West Coast.

From 1940 to 1954—with three years out for wartime Navy duty—Mr. Chamberlain was a space salesman and later a managing partner of Fitzpatrick & Chamberlain, San Francisco newspaper representative. He joined Young & Rubicam's Los Angeles office in '54 and came to New York in 1959, where he worked on several food accounts, including General Foods.

■ He began his business career in the depression-dogged '30s, when—after taking a degree in engineering from Stanford University—he started work as a 40¢-an-hour stock boy with F. W. Woolworth Co. He later moved to Du Pont, where he worked in production and sales jobs before becoming a newspaper rep in 1940.

Mr. Chamberlain is 47, married, and has three girls and one boy, ranging in age from five to 14. He lives in Darien, Conn.

Million Market Newspapers are the *Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch* and *Washington Star.* #

Wilson Resigns at Knox Reeves

G. B. Brown Succeeds Agency Man Who Leaves Citing 'Major Differences'

MINNEAPOLIS, Dec. 21—Howard W. Wilson, a vp and director of Knox Reeves Advertising, resigned this week over "major differences in basic philosophy." He declined to elaborate.

Mr. Wilson was manager of marketing and research, and in charge of new business development for the agency. Until the fall of 1959, he was account supervisor on General Mills.

Howard Wilson

Mr. Wilson said he had no plans for the future as yet. He joined Knox Reeves in 1955, coming from Helene Curtis Industries, Chicago, where he was an executive assistant. While serving the General Mills account, he helped establish the Wheaties Sports Federation, which brought Wheaties back into the sports picture after a five-year absence.

Robert Stafford, president of Knox Reeves, said G. B. Brown, director of marketing and research, who reported to Mr. Wilson, will head that department, and Mr. Wilson's other duties will be absorbed by other members of the agency. #

Mathews Agency Adds Two

Julius Mathews Special Agency, New York, newspaper representative, has added two salesmen to its New York staff: Stanley W. Morrow, formerly with the *New York World Telegram & Sun*, and Edward G. Condon, formerly with Branham Co.

Hiram Walker Boosts Musick

Hiram Walker Inc., Detroit, has appointed Jack Musick, vp, general sales manager and a director. Mr. Musick was formerly assistant sales manager.

Corning Glass' Operation Snowball, Backing TV Set Makers, Opens Jan. 6

CORNING, N. Y., Dec. 22—Corning Glass Works, maker of bulbs for tv picture tubes, has developed an industrywide sales promotion program for television set manufacturers in 1961, called Operation Snowball.

Purpose of the year-long effort is to expand the market for tv receivers, encourage more trade-ins and trade-ups, and stimulate retail selling by emphasizing product benefits. It will get under way at the International Home Furnishings Market in Chicago, which opens Jan. 6.

Corning is underwriting the promotion with the cooperation of the Television Bureau of Advertising, the National Appliance & Radio-Television Dealers Assn., and tv tube and set manufacturers. A five-man committee composed of Corning officials and members of the dealer association has been established to coordinate the campaign.

■ Corning plans an extensive trade and consumer print campaign, the details of which have not been worked out yet. This will be backed with direct mail and store displays. Sylvania Home Electronics Corp. and other tv set manufacturers are tying in their 1961 ad efforts with the industry promotion.

Operation Snowball was developed by Ralf Shockey & Associates, merchandising and promotion specialist. Joseph S. De Maio, advertising and sales promotion manager of Corning's electrical products division, said that Shockey also would place Corning's print schedule. #

No Egg in Beer . . .

N. J. Bar Enjoined From Charging for Blacked-Out TV

Ruling on Football Telecast Recognizes CBS, Giants' Rights

HACKENSACK, Dec. 21—Columbia Broadcasting System and the New York football Giants last Friday were granted an injunction against a New Jersey bar which allegedly was charging admission to see tv games. The injunction was granted here by Judge John Grimshaw, of the superior court of New Jersey.

The complaint pointed out that CBS has an agreement with the Giants limiting tv coverage to an area at least 75 miles away from where the game is being played. To circumvent this, it was explained, the Circle Bar & Grill, in Wayne, N.J., set up special equipment to pick up the programs from stations that ordinarily could not have been seen in New Jersey.

The bar, according to the suit, ran newspaper ads announcing tv coverage of the Nov. 20 Giant game in New York and all Giant home games. A week later there were ads announcing that the Nov. 27 game could be seen at Camden Convention Hall. On the day of each game, the public was charged an admission fee to see the game, according to the petition.

■ The injunction, protecting the tv rights to the games, is looked upon as a legal precedent, since it recognizes property rights in a tv broadcast containing no material protected by statutory copyright. #

Berkley Named A.M.

Harry Berkley has been promoted from assistant sales manager to sales and advertising manager of *Illumitronic Engineering*, Sunnyvale, Cal.

'L.A. Mirror' Sets Weekly Shopper; Ads on Quota Basis

LOS ANGELES, Dec. 20—The *Los Angeles Mirror* will bring out a shopping weekly, starting Feb. 2.

The new free distribution paper will be called the *Los Angeles Mirror Shopping News* and will be published every Thursday, Robert Chandler, general manager of the *Mirror*, told ADVERTISING AGE. It will have an initial circulation guarantee of 700,000.

Advertising rates for the new shopper are 71¢ a line for retail advertising and 85¢ a line for general advertising. In order to buy space in the shopper, an advertiser must advertise the same week in the *Mirror*. Advertisers may not run any more space in the shopper than they placed in the *Mirror*.

Regular agency commission and cash discounts will be allowed for advertising in the shopper, Mr. Chandler said.

■ When the shopper appears in February, the *Mirror* will probably be the only large metropolitan daily in the U.S. with a shopper. The *Mirror* has never had a shopper before. However, the *Hollywood Citizen-News* has been publishing a weekly shopper for some years.

Mr. Chandler said the shopper will be distributed entirely within Los Angeles County, primarily within six areas—San Fernando Valley, San Gabriel Valley, South Bay, Lakewood, Norwalk and the west side of Los Angeles. It will contain about 20% editorial material, mostly feature material from regular issues of the *Mirror*.

■ Los Angeles has long been noted as one of the most competitive newspaper markets in the U.S. In addition to 32 daily newspapers in Los Angeles County, there are 214 non-daily newspapers and shoppers.

Of the 214 non-dailies and shoppers, 44 are published twice a week; 165 once a week; one is issued three times weekly; one twice a month; and three once a month. Two of the weekly newspapers have circulations of more than 50,000.

Among the newspapers issued twice a week, seven have 50,000 or more circulation, including one with 150,000. The newspaper that is issued three times a week has a circulation of 100,000.

PASADENA DAILIES TO ISSUE NEW SHOPPER

PASADENA, Dec. 20—The *Pasadena Independent* and *Star-News* will bring out a shopper beginning Jan. 12. It will be published weekly and will be called the *Mid-Week Pictorial*.

The Pasadena shopper will have an initial distribution of 55,000, which will be all non-subscribers to the two Pasadena dailies. A line rate of 9¢ has been set for the shopper, and advertising will be sold only to advertisers in the *Independent* and *Star-News*.

The first issue is expected to run more than 60 pages. It will carry local news and local pictures almost exclusively. #

McGraw-Hill Sees '61 as Spotty Year for U. S. Economy

Some Segments to Zoom; Plant Spending, Production of Some Durables to Dip

NEW YORK, Dec. 20—Americans' spending on consumer goods and services will total a record $336.5 billion in 1961, a rise of $9 billion, or 3%, over 1960.

However, Americans will spend about $2 billion less on durables (autos, appliances, etc.), cutting their aggregate expenditure to $41 billion from $43 billion in 1960. Car sales are expected to be down 10% from 1960's 6,600,000 units to about 6,000,000 next year.

These and other findings were reported in "Pulsebeat," annual year-end industrial survey just released by McGraw-Hill Publishing Co.'s department of economics.

The report says that 1961 will be a record year for business, but the outlook is marred by prospects of some business setbacks early in the year. The absence of "bustling business activity" is partly due to inventory cutting in industry. Early in 1960, stocks depleted during the steel strike were hastily rebuilt, but by year-end the situation had altered sharply, and industry switched from inventory building to inventory cutting.

■ Private investment in business is expected to decline. Business inventories will decline about $1 billion, and investment in new plants and equipment will slip 5%-7% below 1960's total of $36.1 billion. Outlays for home construction, on the other hand, should rise by $1 billion to nearly $23 billion.

Government spending will increase by $6 billion, to a total of $105 billion. But clouding the generally favorable outlook is the possibility that industrial production will dip substantially during part of the year, and additional joblessness will be a major problem, says the survey.

Companies in every major manufacturing industry expect to operate at 80% or less of capacity. Steel companies, which invested $1.5 billion in capital equipment this year, will spend an additional $1.4 billion in 1961.

Producers of aluminum, copper, zinc and lead plan to match this year's $340 billion in capital spending.

Machinery companies on the average plan to spend about the same on new plant and equipment as in 1960.

■ Two industries which plan to cut back on expenditures are manufacturers of metalworking machinery (15% down in 1961) and aerospace companies (3% down).

But electrical apparatus manufacturers plan a 14% increase; electronics 11%, and appliances, 10%.

In the automotive field, capital spending leaped 40%, and a modest increase is seen for 1961.

Controls and instruments manufacturers, who hiked capital spending by 40% in 1960, plan to decrease slightly (about 3%).

Chemical process industries plan to spend roughly the same as in 1960, which was about 30% above the year before. Petroleum industries also plan a slight hike in spending.

Electrical utilities companies indicate they plan to step up spending by 4%, while gas utilities plan a "substantial" rise.

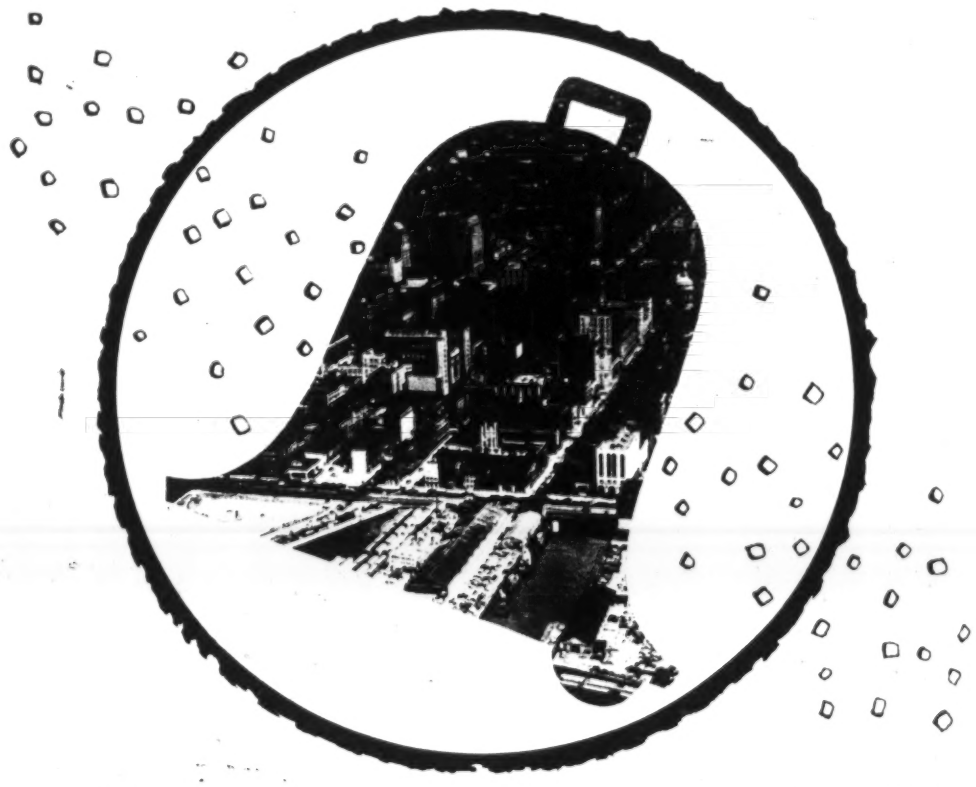
No industry forecasts the same impressive sales hikes as in McGraw-Hill's 1959 survey. Steel, which in 1959 predicted sales would be up 25% this year, foresees a 5% decline in production in 1961. But electrical manufacturers anticipate a 4% gain in volume of shipments, the industry's best year ever.

In appliance manufacturing, the outlook is for a 5% gain in sales.

Sales of petroleum products are expected to rise 2.2%. #

Griffin Mack Cappelletti Ringler

QUO VADIS?—*Italian fashion model Loredana Cappelletti is surrounded in Rome by three agency men servicing Qantas, Australian international airline. The admen, in Rome to discuss Qantas' 1961 advertising plans in Italy, are Townsend Griffin, a Benton & Bowles vp now assigned to Lambe & Robinson-Benton & Bowles, London; Jack Mack, director of Jackson, Wain & Co., Sydney, Qantas' home agency; and Dr. Andrea Ringler, director of ITAM, Qantas' newly appointed Italian agency. P.S.: In the U.S. the Qantas agency is not Benton & Bowles but Cunningham & Walsh.*



All Baltimore—in one "ring!"

Imagine—a market the size of Baltimore, so concisely encircled.

How's this for *compact:* over 82% of Baltimore families (1.5 million people) live within a 15-mile radius of the heart of downtown, roughly the ABC city zone.

Here an estimated 92% of total retail sales are transacted for the Baltimore area, America's 12th largest market.

Contact with this unusually compact market can best be established with the Sunpapers. Here's why: more than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, productive city zone.

The Baltimore Sunpapers

ABC 9/30/60: Combined Morning and Evening 420,660—Sunday 320,877

National Representatives: Cresmer & Woodwood, Inc. – New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott – Chicago, Detroit

In the Top 20 in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. Of the top 20 markets of the NEW South, Greensboro ranks 18th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Shreveport, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

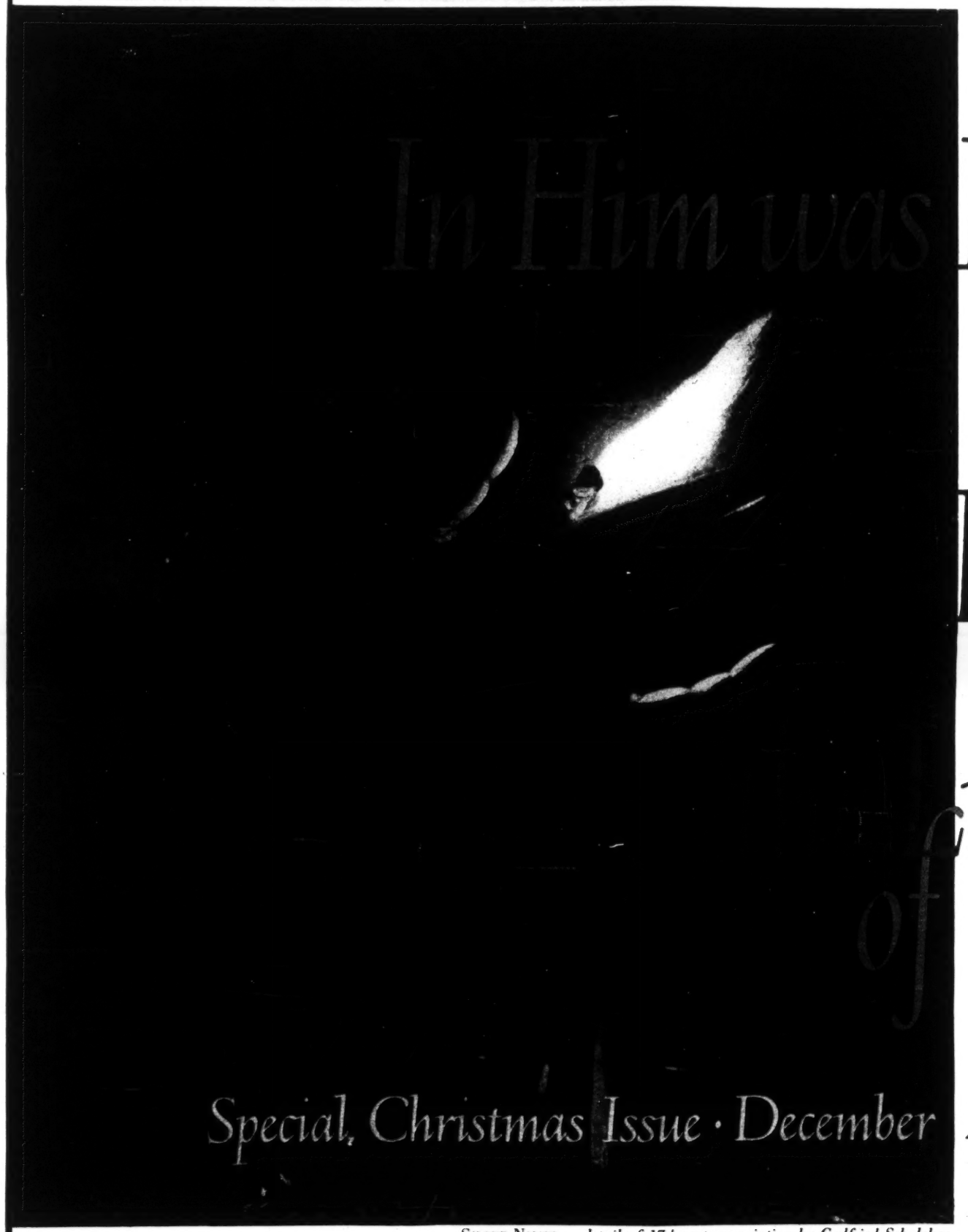
Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

December 25, 1960

This Week
MAGAZINE

42 GREAT NEWSPAPERS



Life; and the Life was light of men

—JOHN i:4

25, 1960

SILENT NIGHT — *detail of 17th-century painting by Godfried Schalcken.*

CIRCULATION MORE THAN 13,000,000

Stamps Aren't Illegal, Canada High Court Says

OTTAWA, Dec. 20—Two of Canada's largest chain stores today were upheld by the Supreme Court of Canada on the legality of trading stamps they have issued.

The court, in a unanimous decision, dismissed an appeal by the attorney general of Manitoba against lower court rulings. They had found that stamps issued by Loblaw Groceteria Co. (Manitoba) and an Independent Grocers Alliance store are not illegal trading stamps within the meaning of Canada's criminal code.

Magistrate C. W. Tupper, of Winnipeg, had found the two companies not guilty, and his decision had been upheld in Manitoba county court and by the Manitoba appeal court in a 3-to-2 ruling. The majority decision of the appeal court said the Canadian criminal code spells out in specific detail the characteristics which make up a trading stamp. It said the fact that the stamps in question are redeemable at any time on demand puts them outside the code. #

Clark Leaves Gerth, Brown to Form Own Agency

Ralph K. Clark has resigned as president of Gerth, Brown, Clark & Elkus of Sacramento, Cal., effective Jan. 6. He will establish his own agency, Ralph K. Clark Co. He will be succeeded at Gerth, Brown by Fred Elkus Jr., exec vp.

Minvitine Ethical to Jordan

The Ovaltine Food Products division of Wander Co. has appointed Jordan, Sieber & Corbett, New York, to handle all ethical advertising for Minvitine, powdered weight control product. Clinton E. Frank Inc., Chicago, is the consumer media agency.

Hal Stebbins Names Kendall Mau Senior VP

Kendall J. Mau has joined Hal Stebbins Inc., Los Angeles, as senior vp. Mr. Mau most recently was an independent corporate communications consultant.

Kendall J. Mau

Before that he headed the Los Angeles branch office of the old Gaynor Colman Prentis & Varley agency and was West Coast advertising manager of Crowell-Collier Publishing Co.

Components Names Simonds

Components Inc., Biddeford, Me., has named Simonds, Payson Co., Portland, to handle advertising and publicity for its line of miniature capacitors and future products.

Tilds & Cantz Adds Four

Tilds & Cantz, Los Angeles, has added four new accounts. They include Ajax Hardware Corp., and its subsidiary, Prestige Hardware Corp.; Western Jet-Soft Sales Inc., water softener manufacturer; and Chicken Delight Inc., Moline, Ill., franchise chain of restaurants. Ajax, Prestige and Western Jet-Soft are located in Los Angeles.

Cubic Corp. Names Zane

Cubic Corp., San Diego, has named John Zane advertising and pr director. The post has been reactivated, due to increased activity at this electronics company. Mr. Zane has owned and operated his own agency, been an art director and writer-director of several radio shows.

Lewis Named Art Director

Harry M. Miller Inc., Columbus, O., has appointed Richard Lewis art director. Mr. Lewis has been a member of the art department for the past two years.

ANA, Newspaper Ad Execs Jointly Urge Optional Ad Dates

NEW YORK, Dec. 20—A statement aimed at helping national and regional advertisers "obtain the best possible positions for their newspaper advertising" was issued jointly here today by the Assn. of National Advertisers and the Newspaper Advertising Executives Assn.

The statement, covering optional insertion dates, represents "an updated and slightly revised version of a 1952 statement." It reads as follows:

"Whenever it is suitable for the advertiser, it is mutually desirable that his agency's orders for newspaper advertising specify optional insertion dates.

"Both advertisers and newspapers recognize that there are occasions when an advertisement must be inserted on a certain date, and that in such case, no optional dates can be given.

"In other cases, optional dates may have to be restricted to two or three days. Whenever possible, however, best results can be obtained for newspaper and advertiser alike by extending optional insertion dates through a full week.

■ "Optional insertion dates work to the benefit of the advertiser by making it possible for newspaper makeup staffs to hold out an advertisement when the most advantageous position is not available because of difficult space conditions in a particular issue and to insert the advertisement on another day of the same week when a better position may be available.

"Optional insertion dates work to the benefit of the newspaper by permitting the holding out of an advertisement which would result in crowding of the advertising content—or increasing the size of the issue by two or four pages, entailing uneconomical use of newsprint, other materials and labor, thus adversly affecting eventual costs to both parties." #

GOA Boosts Vesley to Branch Sales Director

George F. Vesley, director of sales promotion and advertising of General Outdoor Advertising Co., Chicago, has been promoted to director of branch sales, a new position. He now will be responsible for the supervision of branch sales in GOA's 37 branches.

George F. Vesley

Mr. Vesley has been with the company 25 years. His successor as director of sales promotion and advertising has not yet been selected.

Minkel, Skillman Get New Responsibilities at S-P

Studebaker-Packard Corp., South Bend, has realigned its sales organization. L. E. Minkel, vp-marketing, takes on the duties of general sales manager, and Sydney A. Skillman, vp and general sales manager, takes charge of dealer relations.

Futch, Edwards Join 'Playboy'

Playboy, Chicago, has appointed Nelson Futch associate promotion director, a new post, and Robert P. Edwards to the new post of promotion manager. Mr. Futch was formerly merchandising director of *TV Guide*. Mr. Edwards was formerly manager of advertising and sales promotion of the Westclox division of General Time Corp., La Salle-Peru, Ill.

INSIDE SOLID CINCINNATI:

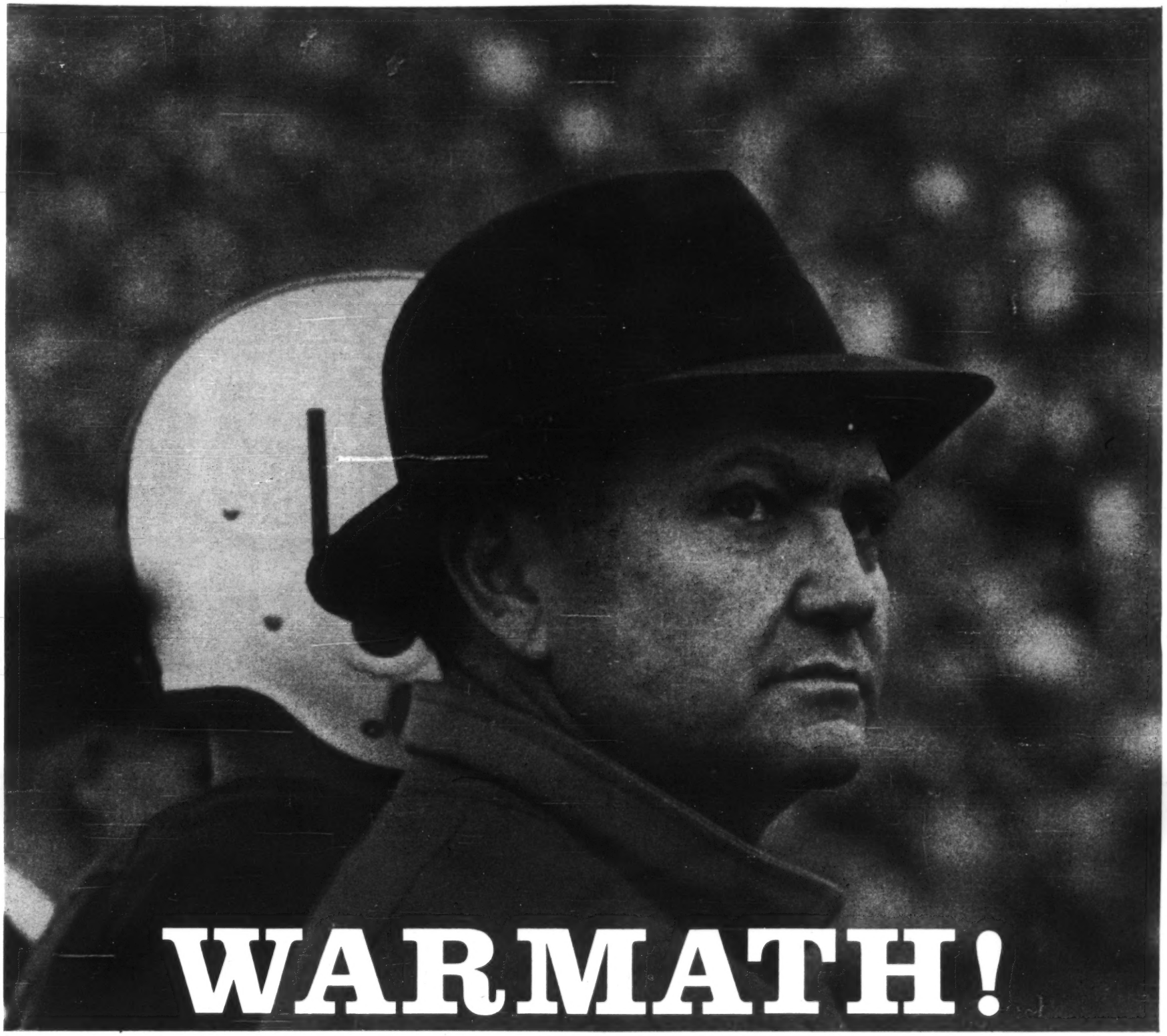
"I guess it's another of those Cincinnati Enquirer families . . . you know, with $600 a year more to spend than the average Cincinnati family."

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

THE NEW FACE OF THE UPPER MIDWEST



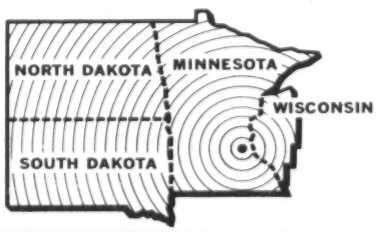
WARMATH!

This is the face of a man who wouldn't give up. Murray Warmath, Head Coach of the Minnesota Gophers, had suffered through four tough, disappointing years—never seeing his team even halfway up the Big 10 ladder. Then, this fall, things began to change. One Big 10 team after another toppled before the mightiest Gopher squad since 1941. Murray Warmath's determination paid off with a National Championship for his team, an invitation to the Rose Bowl, and the highest honor in coaching for himself—Coach of the Year.

Coach Warmath and the Minnesota Gophers are part of the Upper Midwest's tradition—win or lose—of enthusiasm, effort, and ability. And these qualities represent only a part of the solid character of the Upper Midwest. In terms of buying, selling, teaching, learning, growing—or even just relaxing—the Upper Midwest is one of the stablest, yet most dynamic areas in America.

Let us help you reach this vital market.

Copyright 1960, Minneapolis Star and Tribune Co.



Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY

655,000 SUNDAY · 525,000 DAILY

JOHN COWLES, *President*

Mail Order Drug Discounter Credits Success to Newspaper Advertising

Business Daily Best for Reaching Chronically Ill Prospects: Magady

KANSAS CITY, Dec. 20—Advertising can make your business half again as big if it is done correctly. This is the lesson that can be learned from the five-year-old Getz Prescription Co. here.

Donald Schanker and Getz Magady (who, incidentally, is a deputy coroner) started a discount mail order department a year ago. With newspaper advertising, especially in the *Wall Street Journal*, their business grew so much that they have had to enlarge their floor space three times. They are now planning to move from their present quarters of 900 sq. ft. to new ones with 4,000 sq. ft.

Their ads are directed to chronically ill persons who take medicine regularly. Mr. Magady figured that he could get enough volume through the ads to sell at a large discount. He was right.

Heart, diabetic and arthritic patients are steady customers. Billed later, they don't have to send any money with orders up to $10. If they do, they get a 2% cash discount.

Why did the company get into the mail order business? Mr. Magady simply thought it would work, and he was ready to expand after the prescription company had run four years on a retail basis.

Why do they prefer newspapers to other media?

"Because people can cut out the ad and save it," Mr. Magady said. "We have had replies three to seven months after an ad has been in the newspaper."

One woman sent in an ad run two and a half years ago in the *Kansas City Star*, asking if they were still selling cut rate drugs and requesting a catalog.

A sheriff in a New York county even sent the company a certificate naming Mr. Magady an honorary sheriff. The sheriff said that he was very happy to save on prescriptions.

■ Mr. Magady's brother, Jack, who is in charge of pr, explained why they prefer advertising in the *Wall Street Journal*. "It was based on previous experience on small ads. Statistically, the results were better compared to ads in other publications."

The firm tried advertising on a per inquiry basis on radio from Del Rio, Tex., but it didn't work out.

"Readers of the *Wall Street Journal* are familiar with the prices of the drugs that they take, probably more so than readers of other publications," Jack Magady said.

"Buying by mail isn't the chore it used to be. We have letters in our file saying it was easier to buy from us than to buy locally. We're not trying to sell anything. We're just offering the same product they're purchasing anyway, at a saving. It's not like selling knick-knacks, where you're trying to create a market. We're not trying to talk anybody into buying vitamins or drugs."

■ He gives the consumer credit for a lot of common sense. "Offhand, it doesn't seem somebody would want to save money on a $5 purchase, but some families spend $20 a month on drugs. The more expensive the drug and the larger the sale, the more money we save them."

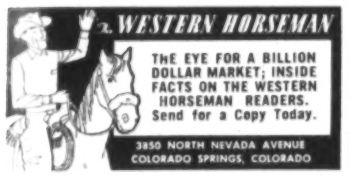
The company believes that it picked the right publication with a fervor that should bring a happy flush to the *Wall Street Journal's* cheek.

"We think it worked because of the class of readers they have. They know that if they buy anything through the mail, they are protected by the Pure Food and Drug Act," Getz Magady said. "It is more than 5% better than other papers on returns," he added.

The company advertises in the eastern, midwestern and western editions.

Getz Magady said that the *Wall Street Journal* has even sent a man to Kansas City to ask him why they advertised in it. Mr. Magady thinks the man wanted to know for testimonial purposes.

There is one type of customer who tickles the company the most. Occasionally, a doctor sends a letter, asking Getz to send drugs directly to a patient. #


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

PRESCRIPTION DRUGS
& NAT'L BRAND VITAMINS
AT DISCOUNT PRICES
Send No Money with Orders up to $10

THE "GETZ STORY" —NOT OPERATING A CHARITY

Compare These Typical Prices:

IT'S EASY TO ORDER BY MAIL

COMPARE PRICES • Order Now • Start Saving Today

GETZ POLICY—Important, Read Carefully!

FAST SERVICE

GETZ Prescription CO.

IN BUFFALO Car Dealers Start the Day Right...in the Morning

Buffalo's franchised car dealers know where their advertising produces the best results. Last year, they ran 51% of their new and used car *daily* linage in the *Morning* Courier-Express—61.5% when Sundays are included.

Other classifications also testify to the in-the-morning selling power of the Courier-Express. Men's stores, for example, placed 72.5% of their *daily* linage in this influential paper. The figure for women's stores was 66.9%.

You, too, will find the Courier-Express your most productive Buffalo newspaper. It's a *must* to insure your full share of this great metropolitan market.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper
ROP COLOR 7 DAYS
Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

FREE
NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
284 Seventh St., Garden City, N.Y.

HIGHEST NEWSSTAND SALE IN ITS HISTORY

DECEMBER GOOD HOUSEKEEPING

Good Housekeeping
December 1960 · 25¢
Greatest Christmas issue · Greatest Christmas ideas • 9 pages of Charles Laughton's favorite Yule stories • Exciting new hors-d'o's • Wonderful foods, dozens of recipes • Fabulous fantasies to dress up your house • Things to make, and Things to give for the most delightful Christmas ever

New peak in continuing newsstand gains...900,000 bonus over rate base for advertisers.

Publisher's Estimate for Dec. 1960 Issue

Pall Mall Keeps Lead in Cigaret Sales for '60

(Continued from Page 1)

2,000,000 more than ever before," the report said. "What's more, each smoker lighted up oftener, averaging 7,561 cigarets for the year. Retail dollar volume set a new record of $6.6 billions, a gain of about $500,000,000 over 1959."

But there was one "disturbing signal": The rate of increase over the previous year in number of cigarets smoked dropped from 3.8% to 2.5%.

Ta te trends followed the same patterns in the past few years, but for the first time filters (including menthol brands) captured more than half of all cigaret sales. "It took them just a decade to reach this milestone; ten years ago they got started with only 1% of the market," *BW* said.

■ Regulars—the 70mm cigarets that dominated the market until the cancer scare a few years ago—continued their slide, but the decline was "milder, much milder," than in recent years.

On the other hand, "king-size cigarets, spurred by the sales of Pall Mall, slightly increased their total sales while clinging to about 20% of the market. Mentholateds set a record for the industry by boosting sales 23% over 1959."

Each of the four types—regulars, kings, filters and mentholateds—was represented among the six top brands. "Pall Mall lengthened its first-place lead by racking up almost three out of every four sales of kings. Chesterfield kings also improved sales from last year. Camel, despite losing ground to Pall Mall, showed an increase for the second year in a row; in other years since the cancer scare, it had declined steadily. The rest of the old regulars, such as Lucky Strike, Chesterfield, Old Gold and Philip Morris, all continued to lose ground.

"Winston, last year tied with Lucky Strike, registered a 15.3% increase and clamped firmly onto third place in the brand standings."

■ The report added that filters generally were successful, "though sticking a filter on the end of a cigaret offers no guarantee of sales results. The No. 2 filter, Kent, is an example; its sales dropped for the second successive year."

Noting that some people insist that Kent and other "hi-fi filters" such as Parliament, Life, Hit Parade and Duke, should be regarded as a subspecies, the report said their sales spurted as the cancer scare reached its peak. This year, however, Parliament could do no better than hold steady in sales, while Life, Hit Parade, and Duke tailed off badly.

Dual brands—filter and non-filter brands marketed under the same name—showed good gains, particularly Herbert Tareyton and Raleigh.

Sixth place in the over-all gradings went to Salem, the top menthol cigaret. It chalked up more than half the group's sales. "Most other menthol brands gained, too, but even menthol offers no sure-fire formula—Oasis and Spring suffered sharp declines," the report said.

Business Week noted that the rush of new brands calmed down somewhat this year. "Two new ones, Belair and Kentucky Kings, made it big; both topped one billion sales in half a year."

Among the companies, U.S. Tobacco, which has been diversifying into the food field, "is moving toward major league status among cigaret companies."

In the export field, best U.S. customer, Venezuela, this year banned U.S. cigarets entirely, and several other countries jacked up tariffs. #

How Leading Cigaret Brands Fared in 1959-1960

Source: Business Week

'60 Rank	Brand	Company	'59 Rank	U.S. Sales (in billions of cigarets) '59	'60	% Change plus or (minus)
1.	Pall Mall (K)	American Tobacco	1	64.0	68.5	7.0
2.	Camel (R)	R. J. Reynolds	2	63.5	66.5	4.7
3.	Winston (KF)	R. J. Reynolds	4	43.0	49.6	15.3
4.	Lucky Strike (R)	American Tobacco	3	43.6	41.5	(3.5)
5.	Kent (RF&KF)	P. Lorillard	5	36.0	35.0	(2.8)
6.	Salem (KF)	R. J. Reynolds	7	27.0	34.5	27.8
7.	Chesterfield (R&K)	Liggett & Myers	6	28.0	27.6	(1.4)
8.	L&M (RF&KF)	Liggett & Myers	8	25.0	24.5	(2.0)
9.	Marlboro (KF)	Philip Morris	10	21.0	22.4	6.7
10.	Viceroy (KF)	Brown & W'mson	9	21.5	21.5	0.0
11.	Kool (R&KF)	Brown & W'mson	11	13.7	14.0	8.1
12.	Tareyton (K&KF)	American Tobacco	12	11.5	12.5	8.7
13.	Parliament (KF)	Philip Morris	15	10.0	10.0	0.0
14.	Philip Morris (R&K)	Philip Morris	14	11.2	10.0	(10.7)
15.	Old Gold (R&KF)	P. Lorillard	13	11.2	9.8	(12.5)
16.	Raleigh (K&KF)	Brown & W'mson	16	8.0	9.0	12.5
17.	Newport (MKF)	P. Lorillard	17	4.5	5.5	——
18.	Alpine (MKF)	Philip Morris	21	1.5	2.7	——
19.	Kentucky Kings (KF)	Brown & W'mson	—	*	1.2	——
20.	Belair (KFM)	Brown & W'mson	—	*	1.0	——
21.	Oasis (MKF)	Liggett & Myers	19	1.5	1.0	——
22.	Spring (MKF)	P. Lorillard	22	1.2	0.9	——
23.	Benson & Hedges	Philip Morris	—	**	0.9	——
24.	Life (KF)	Brown & W'mson	18	1.6	0.7	——
	All Others			5.8	4.3	
Total				453.7	476.0	

R—Regular, K—King, F—Filter, M—Menthol
*Introduced in 1960
**Included in all others in 1959.

McGraw-Hill Sets Revamp of Int'l Organization

NEW YORK, Dec. 22—McGraw-Hill Publishing Co. has abolished its international division. Effective Dec. 31, McGraw-Hill International Corp. will be dissolved. In its place will be an international department, functioning as part of the company's publications division.

Donald C. McGraw, president, said this "integration" was designed "to utilize more fully all the resources of McGraw-Hill for the important opportunities that lie ahead in the international field."

The move was regarded in some quarters as recognition that the McGraw-Hill export publications have not lived up to expectations. The company now publishes five export magazines and none has made much progress in recent years.

Two of the magazines—*American Automobile* and *Automovil Americano*—have already been moved under the jurisdiction of John Slater, publisher of *Fleet Owner*. These books previously had their own publishers.

■ Under the new setup, the three other magazines—*Ingenieria Internacional Construccion, Ingenieria Internacional Industria* and *International Management Digest*—will continue under the direction of Eugene Weyeneth, publisher, who will continue to report to Nelson Bond, president of the publications division. Mr. Bond has also been president of the international corporation.

Mr. McGraw cited a number of areas where McGraw-Hill's international business and activity have increased in recent years, but he made few references to the long-established export magazines.

For example, he noted that revenues from overseas advertisers have jumped by 92% in the past three years. He pointed out that one-fourth of all circulation revenue now comes from overseas readers. He said that foreign news coverage in company magazines increased by more than 50% in 1960. And he reported that McGraw-Hill book sales outside the U.S. totaled $7,000,000 in 1960, with one out of every six McGraw-Hill books sold abroad.

■ In short, it seems that while the company's international business as a whole has been climbing, the export publishing segment was not keeping pace.

Advertising linage figures bear this out. In 1957, the two automobile monthlies carried 1,779 pages. They closed 1960 with 1,621 pages, compared with the 1,647 carried in 1959. *Construccion* carried 814 ad pages in 1957; it closed 1960 with 691 pages, compared with the 784 logged in 1959. *Industria* carried 734 pages in 1957; this year it carried 507, compared with the 575 of 1959. And *International Management Digest* slipped from 733 pages in 1957 to 644 pages this year.

Mr. McGraw indicated today that the company is becoming more interested in local publishing, as opposed to export publishing. He reported that *Construccion Mexicana*, which began publication last September as a monthly supplement to *Ingenieria Internacional Construccion*, has made progress and may become a separate magazine for Mexico alone. He said the company also has under consideration plans for industrial magazines in Brazil and Argentina.

■ Mr. McGraw also reported that new advertising sales offices are being considered for France and Italy. He said additional personnel joined the company's sales offices in London, Geneva and Frankfurt during 1960, with more salesmen expected to be added in London and Frankfurt next year.

McGraw-Hill has been in the international business since 1898. It joined forces with the Chilton Co. in 1925 to form Business Publishers International Corp. It bought out Chilton's interest in 1947 to organize McGraw-Hill International Corp. #

Curtis Names Nathan VP

Dave Nathan, director of radio and television of Curtis Advertising Co., New York, has been appointed a vp of the agency.

European AAA to Seek Individual Agency Members

Full-Service Requirement to Be Kept; France Joins Through Special Society

LONDON, Dec. 20—The new European Assn. of Advertising Agencies (EAAA) will shortly begin soliciting the memberships of individual agencies in the eight member-countries, according to J. P. O'Connor, director of the Institute of Practitioners in Advertising.

"When we have a nucleus of agency members, say the first 100, then we shall probably arrange a convention," he added.

Mr. O'Connor told ADVERTISING AGE that plans to solicit agency members were given the green light when the EAAA had secured the agency associations in eight West European countries as founder members (AA, Oct. 17).

Representatives of nine national associations in seven countries—Denmark, Finland, Britain, Norway, Sweden, Switzerland and West Germany—signed the founding agreement in Oslo at the end of September. Now France is to be represented in EAAA through the Compagnie des Agences á Service Complet (CASC—Assn. of Full-Service Advertising Agencies).

■ In addition, EAAA has observers from Belgium, Holland and Italy, although these countries have not as yet joined in founder membership of EAAA.

France was represented at the Oslo meeting by Roger-Louis Dupuy, president of the Syndicat National des Conseils de Publicité (SNCP—National Syndicate of Advertising Consultants).

M. Dupuy, president of Agence R-L Dupuy and one of the leading personalities in French advertising, said later that the SNCP is unable to join the EAAA because the SNCP membership ranges from full-service agencies to one-man consultancy firms.

"I was faced with the choice of withdrawing or of losing members who were old and valued colleagues, but whose businesses did not conform to the British full-service advertising agency standards," he was quoted as saying.

■ He added that he knew France must be represented in the EAAA if it was to be a truly representative European organization. So his agency became a founder member via the new French organization restricted to full-service agencies.

This new organization, CASC, was set up in 1958 by France's eight largest agencies: Publicis; Elvinger; Sodico; Synergie; Agence Francaise de Propagande; Yves Alexandre; Publiservice; and Dupuy.

M. Dupuy said he and his colleagues in CASC were now working to bring about French representation in EAAA "both for the good of French advertising as a whole and to insure the success of the EAAA."

He has reported to Mr. O'Connor that CASC will join EAAA; this undoubtedly represents a triumph for the patient diplomacy of Mr. O'Connor, who has endeavored to make sure that only national organizations of IPA status should be admitted to EAAA as founder members.

■ This key qualification was written into the articles of association of EAAA, with Article 5(a) laying down the standards of character, conduct and practice of a full-service agency, which must conform to British standards.

The French move now opens the way for Italy and Holland to join in membership in a similar way through national agency associations restricted to full-service agencies.

Mr. O'Connor has said that eventually it is hoped to arrange for member agencies to exchange personnel, correspondence, business and perhaps even directorships.

The long-term aim of EAAA is to make European advertising and the full-service agencies truly international and achieve greater integration.

■ "We are looking forward toward the day—still a long way off—when differences in national practice have disappeared and it will be possible for an advertiser in Denmark, say, to produce a tv commercial which, being mainly visual, can be used anywhere in Europe," Mr. O'Connor said. #

'Sun-Times' to Offer Regional Splits; 'News' Drops 'Met'

CHICAGO, Dec. 21—The *Chicago Sun-Times* will begin publishing three regional sections on Jan. 15. At the same time, ADVERTISING AGE learned that the *Chicago Daily News* will discontinue its neighborhood sections at the end of this year. Field Enterprises owns both dailies.

The *Sun-Times* will publish the new regional sections on Sundays, with sections for distribution to the north, west and south sides. The sections will contain some full-run ads and some regional ads.

Unlike the zone or "met" sections issued by the *News* and the *Chicago Tribune*, which carry local news stories and pictures, the *Sun-Times* will publish general news items in all of the sections, and no effort will be made to localize the news. The objective will be to furnish a split run for advertisers.

■ The south regional edition will have a circulation of 237,000. Circulations for the other sections are estimated at 177,000 for the north and 173,000 for the west.

The open advertising line rate for the sections are south, 55¢; north, 46¢ and west, 45¢. The national line rate is south section, 65¢; north, 53¢ and west, 52¢. Standard agency commissions will be effective for national advertising in the regional sections.

Roy Tabbert, assistant retail advertising manager of the *Sun-Times*, will be in charge of advertising for the regional sections. This will mark the first time that the *Sun-Times* has had regional sections.

■ The *Daily News*, which has published three neighborhood sections on Thursdays since December, 1956, will publish its final sections next week.

In past years, the *Daily News* has been able to print full r.o.p. color only at a small south side printing plant. The neighborhood sections were started as a result of this situation. The *Sun-Times*, which will begin printing the *Daily News* next year, has full r.o.p. color facilities in its downtown building.

■ The *Chicago Tribune* has been the pioneer in neighborhood sections in Chicago and has been highly successful at the venture. The *Tribune* issues three regional sections on Thursdays and five neighborhood sections on Sundays. The *Tribune* has been printing neighborhood editions since Feb. 6, 1927.

Chicago's American, this city's other daily, has never had regional sections. #

BALTIMORE IS AN EVENING PAPER MARKET

—AND THE BALTIMORE NEWS-POST IS FIRST IN DAILY NEWSPAPER CIRCULATION!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line" — in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage — it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It:

For the first ten months of 1960, the News-Post carried 5,991,261 lines MORE Retail Advertising than the Morning paper.

NEWS-POST CAPTURES 3 "FIRSTS" IN BETTER NEWSPAPER CONTEST!

In the 1959 Maryland Press Association State-wide competition, the News-Post won first place awards in Editorials, News Photography and Typography, and placed 2nd in two other categories.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

New FDA Rules Detranquilize Drug Marketers

(Continued from Page 1)

direct mail pieces and promotional materials supplied by detail men to physicians. The rules supposedly do not cover advertising in medical journals, although medical agencies contacted by ADVERTISING AGE this week appeared to be confused even about this point.

The FDA regulations exempt from the full-disclosure requirement so-called "reminder advertising," and the industry is now attempting to get a more specific ruling on what constitutes "reminder advertising."

■ The FDA's point is that any promotion piece that might induce a doctor to prescribe a drug for a patient should include *all* the pertinent facts relating to the drug.

In other words, a mailing piece which merely showed the brand name of a drug with some decorative art work would be considered "reminder advertising," in that a doctor would not be likely to prescribe directly from this impulse. However, if the mailer made any claims as to the efficacy of the drug in a medical situation, full disclosure is presumably required as of Jan. 8.

The entire ethical drug field has been reviewing advertising programs in light of (1) the Kefauver probe, (2) a poor second half in 1960 and (3) the new FDA rules. In moving toward a publication of its own, SK&F is considering a venture that two major companies have just abandoned. Both Ciba Pharmaceutical Products and the Upjohn Co. discontinued their newspapers for doctors last month.

■ SK&F's contemplated magazine reportedly will bear the title, "Consultations." Doremus-Eshleman, Philadelphia, places SK&F advertising but the new magazine will reportedly be produced by a New York agency.

SK&F has long favored direct mail over journal advertising. Industry records show that in 1959 the company spent $3,900,000 on advertising, of which $2,800,000 went for direct mail.

QUERY VOLUME 'NOT INORDINATE': FDA

WASHINGTON, Dec. 22—Officials of the Food & Drug Administration said today they have not received an "inordinate" number of inquiries from pharmaceutical companies on the new regulations covering promotional literature.

They said they have been asked to answer a number of routine questions covering specific points, such as: "Will we be given any leeway to change our literature to conform to the new rules?" Answer: Yes, but not too much time.

On the question of house organs —such as the one contemplated by Smith, Kline & French—FDA said this type of publication would properly come under the heading of direct mail and its contents would therefore be subject to the new regulations.

FDA indicated that it will be "tough" on interpretations of what is and what is not "reminder advertising." For example, a mailing piece that simply says, "Equanil, Wyeth's brand of meprobamate, would be considered 'reminder advertising' and would not require full disclosure of contra-indications and dosage specifications."

On the other hand, if a company promoted its brand as "the corticosteroid of choice," this would not qualify as "reminder advertising" because it was indicating usage.

Medics, Druggists Offer Alternatives to FDA Drug Info Rule

WASHINGTON, Dec. 23—Organized medical organizations submitted surveys and proposals this week in an effort to persuade the Food & Drug Administration that doctors don't want the technical literature which the government intends to require in every package of new medicine.

Unveiling a new survey it has just made of doctor opinion, the Pharmaceutical Manufacturers Assn. told FDA that more doctors rely on detail men for information about new drugs than from any other source. Physicians' desk references and medical journal articles also rated high, with convention and direct mail lagging behind.

■ Meanwhile, the American Medical Assn., which also takes a dim view of FDA's plan to put technical brochures in every drug package, entered the discussions with proposals that its publications—including some new ones which it plans to start—serve as a central agency to get technical information on new drugs into doctors' hands.

The squabble over technical brochures in drug packages is the last remaining unresolved issue raised by an array of new regulations outlined by FDA last summer to guard against deceptive or inadequate promotion of new drugs. Most FDA proposals, including substantially tighter controls over direct mail and other promotional literature, have been adopted in final form and are to be effective Jan. 9 *(see story on Page 1)*.

■ While the PMA survey shows the doctors like to get information from detail men and from existing sources of technical information, it also finds that about half the doctors responded favorably to the idea of "an independent central office" to furnish standardized loose leaf distribution of information on new products. Slightly over one-fourth said they were completely satisfied with what they are getting now, while the remainder said individual manufacturers should provide more information.

PMA found that about one-third of the 1,552 doctors covered in the survey were sympathetic to FDA's plan to put the "official brochure" in every drug package.

■ The AMA proposal involved the creation of a new publication, "Authorized Brochures on Drugs," to be distributed without charge to all physicians. It would include official information in a format determined by FDA, plus monographs by AMA's council on drugs. To avoid confusion, the FDA data and AMA monograph would be on distinctive colored paper. An annual "Handbook on Drugs," based on the authorized brochures, would be issued.

■ Other AMA ideas included: an annual therapeutic number of the *Journal of the American Medical Assn.*; a drug column in the *Journal*; a continuing series of articles on the "status of therapy"; and a new and improved format for "New & Unofficial Drugs," which would be published every three years. AMA indicated that the publication program would be financed by industry.

AMA said the plan already has tentative approval and that final action can be taken at a trustees meeting early in February. #

Pipkin Joins Tupperware

Joe Pipkin, former copy chief of Scott M. Roberts Advertising, has joined the advertising and pr staff of Tupperware Home Parties Inc., Orlando, Fla., plastic housewares sales company.

MONSANTO ANNOUNCES

Lustran–a new family of materials

MOLDING AND EXTRUSION MATERIALS THAT BREAK THROUGH THE PRICE-PERFORMANCE BARRIER!

Monsanto

MONSANTO MEANS PLASTICS

NEW PLASTIC—*Monsanto introduced its new plastic, Lustran, with this page in the Journal of Commerce, Wall Street Journal and about eight Sunday newspapers. An introductory trade campaign opens in January in five plastic trade publications.*

Benson Buys into Breithaupt Shop

(Continued from Page 2)

in New York. It was then known as Hewitt, Ogilvy, Benson & Mather. At the time, and for some years afterward, the two British agencies owned more than 50% of the New York agency. This British interest has been gradually reduced.

Confirmation of the association between Breithaupt, Milsom and Benson scotched highly informed speculation that the Canadian shop might merge with Benton & Bowles, which closed its Canadian office about a year ago, and had approached Breithaupt, Milsom with the intention of acquiring an interest in the company. Other "foreign" agencies also are said to have tried to buy interest in it.

■ Mr. Milsom told ADVERTISING AGE that no accounts will be affected as a result of the new association. "We see no conflict whatsoever," he said.

Benson is one of the three largest agencies in Britain. Its total billings in 1959 were $39,000,000, of which $3,500,000 represented advertising done overseas. The 50-year-old agency controls three other agencies in Britain, and it has a thriving office in India.

Earlier this year Benson joined forces with one of Australia's largest agencies, United Service Publicity, and it also moved into Italy via an agreement with Radar Advertising.

■ Breithaupt, Milsom was formed in 1956 and has had a remarkable growth. It reported billings of $4,100,000 for 1959. Including its Vancouver, B. C., office, it has 65 employes. Warner-Lambert, Borden, Cadbury-Fry, Florsheim Shoe and Cooper's Jockey underwear are among its clients.

Mr. Milsom was formerly an account executive with Cockfield, Brown & Co. Mr. Breithaupt formerly had his own market consultant company and before that was with Leo Burnett Co., General Foods and Spitzer & Mills in Canada. #

Westgate Buys Girard's

Westgate California Corp., San Diego, processor of Breast-O-Chicken tuna and Purr cat food, has purchased Girard's Inc., San Rafael, Cal., producer of salad dressings. The Girard plant will be moved to San Diego. Advertising for Girard has been handled by Garfield, Hoffman & Conner, San Francisco, with an annual budget approximating $60,000.

'Oversight' Staff Urges Congress Act on Ratings, Nets, Station 'Trafficking'

House Unit, Scheduled to Be Dissolved, to Issue Official Report Later

WASHINGTON, Dec. 22—Congressional investigators who exposed rigged tv quiz shows and radio-tv payola told their bosses today that the tv industry will need more attention in the next Congress.

In a 263-page report, the staff of the committee on legislative oversight summarized investigations which had been made of the Federal Communications Commission and other regulatory agencies.

The committee is supposed to go out of business Jan. 3, but the report advises members that the next Congress should (1) dig deeper into the impact of ratings on radio-tv programming; (2) take up legislation to regulate tv networks; and (3) make sure that the FCC stops the trafficking in radio and tv licenses.

With respect to ratings, the report advises members of the committee on legislative oversight that the American Standards Assn. is to provide an evaluation of rating services soon.

■ "Whatever the statistical conclusions of the technical committee may be," the staff report observed, "the chief issue we are concerned with is the way ratings are used and their effect on broadcasting in the public interest.

"Even assuming that the services meet the highest statistical standards, the important question still remains—how far should program content and balance be determined by the rating service appraisal of audience size?"

Drawing on testimony from its own quiz show hearing, the committee's staff observed that intense competition for audience is one of the most pervasive characteristics of our system of broadcasting. "This competition, which has spurred great creative efforts as well as some of the less desirable aspects of the industry, is a reflection of the economic base of our system of broadcasting," the reporter argued.

"The American broadcasting industry is financed by persons whose primary loyalty is not to the public interest, convenience and necessity, as conceived by the Congress when it subjected the infant broadcasting industry to regulation, but to the sales of products or services having no necessary relation to broadcasting.

■ "To these advertisers the broadcast media are but another means, like newspapers or magazines, of exposing potential customers to the claimed benefits of their stock in trade.

"Such program sponsors fall into two broad categories: Those whose products are aimed at a mass audience and who therefore are primarily concerned with the mere size of the listening or viewing audience, and those whose products (for various reasons, usually price) appeal to a more limited group.

"It is principally the former group that benefits from the rating services. While some of the rating services purport to measure aspects of the audience other than mere size, the number of listeners or viewers to whom a commercial message may be shown is of greatest concern to the mass advertiser. Just as an advertiser in printed media wants to know circulation figures, the advertiser using broadcast facilities wants to know as accurately as possible the size of the listening or viewing audience."

■ Turning to network regulations, the report says everyone agrees that networks do an indispensable job for tv, but it expresses fear that networks "will serve the interests of the commercial sponsors rather than those of the broadcast audience."

The organizational structure of the over-all network system and the operational control which the individual networks are able to exercise thereunder "threaten the legislative policy of the FCC Act to make station licensees responsible for broadcasting in the public interest," the report contends. "Because of their contractual arrangements with one network, stations are not always free to use program material from other sources."

The report notes that there is no agreement now as to whether networks should be licensed or merely subject to regulation.

"Only through complete legislative hearings upon the details and comparative merits of the proposed methods can sufficient information be obtained to enable a satisfactory final determination to be made," it said.

■ With respect to license "trafficking," the report recalls that the subcommittee recommended that Congress adopt a policy declaration prohibiting voluntary transfer of stations held less than three years. The report said the staff feels this is still needed.

Today's report was a staff document. While it was released by the committee, it does not necessarily reflect the committee's views. An official final report by the committee is expected early next month. #

Eggert, Brown Swap Ford Posts; Rothman Leaves Ad Position

DETROIT, Dec. 23—This was a week for top-level marketing changes at Ford Motor Co. as two marketing research executives are exchanging jobs as the year ends and an ad executive is resigning. The men who are moving are:

Edward E. Rothman, general advertising and sales promotion manager on Ford's manufacturing staff, will resign shortly after the first of the year to take over the presidency of Cryogenics Corp., Meadville, Pa., maker of reduction valves. Ford has not yet named a successor. Mr. Rothman, who joined Ford in 1955, was with Campbell-Ewald Co. from 1921 until 1936, when he joined MacManus, John & Adams. He returned to Campbell-Ewald in 1949, leaving to join Ford.

Robert J. Eggert, who has been marketing research manager of the corporation on the president's staff, is taking over marketing research activities of the Ford division.

Dr. George H. Brown, Mr. Eggert's counterpart at the Ford division, is leaving his post of marketing research manager of the division to assume the comparable post on the corporation staff. #

Champion, Carpenter to Merge

Champion Paper & Fibre Co., Hamilton, O., paper producer, and Carpenter Paper Co., Omaha, paper distributor, are recommending to shareholders that the two companies be joined on a basis which will give 1.825 shares of Champion's common stock to Carpenter stockholders for each Carpenter share. Dates for stockholder action have not been set. The companies said that if the merger is approved, each will continue to do business under its own name. Campbell-Ewald Co. is the agency for Champion, which spends about $1,500,000 in advertising annually.

GOWN BY SCAASI. PHOTOGRAPH BY PETER FINK

In the congenial mood of the festive holiday season, each member of the Metropolitan family...Television, Radio, Outdoor and International Advertising...wishes you joy in the New Year.

METROPOLITAN BROADCASTING

TELEVISION: WNEW-TV, New York; WTTG, Washington, D.C.; KOVR-TV, Sacramento-Stockton, Calif.; WTVH, Peoria, Ill.; WTVP, Decatur, Ill. RADIO: WNEW AM-FM, New York; WIP AM-FM, Philadelphia; WHK AM-FM, Cleveland OUTDOOR ADVERTISING: FOSTER & KLEISER, in Ariz., Calif., Ore., and Wash. INTERNATIONAL: WRUL Worldwide Broadcasting

home office: 205 East 67th Street, New York 21, New York

What Leaders Say

It's wonderful to have expressions like these about The Mirror Youth Program, started in 1941:

"You have made a truly constructive step in the right direction."—Gov. Nelson A. Rockefeller

"Your sports and cultural activities have provided most necessary outlets and guidance for our youngsters." — Mayor Robert F. Wagner

"Vitally important in training for responsible citizenship."—Robert Moses

"We will never be able to assess the full value to each boy and girl who participates." — President Charles H. Silver of the New York City Board of Education

And still more wonderful to feel the loyalty of Mirror homes—the cream of the mass market of New York.

Make The Mirror a MUST!

EWRR Adds 2 Cyanamid Drugs in Canada; Chivers in U.S.

Cyanamid of Canada Ltd., Montreal, has named Erwin Wasey, Ruthrauff & Ryan to handle Canadian advertising for two drugs, Aristocort and Pathibamate. With these products, EWRR now is responsible for all Cyanamid medical products advertising in Canada. Cockfield, Brown & Co. directs the company's institutional advertising and Vickers & Benson its agricultural product advertising.

EWRR also has been named to handle advertising in the U.S. for Chivers & Sons, London, maker of jams and jellies. Chivers is a division of Schweppes Ltd.

3 Stations Promote Radios

Three Balaban stations—WIL, St. Louis, KBOX, Dallas, and WRIT, Milwaukee—are running a special holiday campaign, "Give a radio for Christmas." Balaban-produced spots are scheduled around the clock on a saturation basis, and are supplemented by "Give a radio for Christmas" time signals.

British Viewing Homes Approach 10,000,000 Mark

Each Month's Ad Volume Is Up 10% or More Over '58-'59: ITA

LONDON, Dec. 20—Nearly 10,000,000 British homes can now watch commercial tv, the Independent Television Authority has announced.

"At the end of March, 1960, the total number of homes able to view the authority's programs stood at 9,750,000, an increase of over 2,000,000 during the year," the ITA said in its annual report to Parliament.

During the year to March 31, three new stations covering East Anglia, Northern Ireland and southeastern England were opened, bringing the total number of commercial transmitters to 11.

The report also predicted the opening of three more stations next year, covering southwestern England, the Scottish Border country and northeastern Scotland. Subject to approval by the postmaster general, it also plans to provide service to western and northern Wales by the end of 1962 or early 1963, and to western Ulster, including Londonderry, in 1962.

■ "Month by month, from October, 1959, to March, 1960, there was never less than 10%, and sometimes as much as 30%, more advertising per month than during the same months in 1958-'59," the report noted.

ITA's annual report also noted a change in the maximum amount of commercial time allowed in an hour. Originally, commercials were not to exceed an *average* of six minutes per hour, with the contractors permitted to make up in the peak evening hours the slackness in earlier time periods. However, effective in September, tv stations were restricted to a maximum of 7½ minutes in any clock hour and next month this restriction will be tightened to 7 minutes.

The report said the program companies have been asked to review their techniques for presentation of ads in and between programs. This review is still going on.

■ Meanwhile, ITA said, every effort is being made to rearrange spots in advertising intervals to reduce clashes of tone and style between programs and ads.

As a result of improved techniques for introducing ads, there is a smoother transition from programs to advertising intervals. The program companies have asked advertisers to cooperate in avoiding excessive noise, not only by reducing peak sound levels, but also by avoiding monotonously high *average* sound levels even though they may not be excessive at any one point.

The problem of repetition has been studied and the advertising of soap powders and detergents is being more evenly spread over the evening and over the week, the ITA report said.

The presentation review covered the number of natural breaks which might be used for advertising in certain kinds of programs. There are no natural breaks in some of the half-hour programs, such as "Emergency Ward 10," "This Week" and the 5 p.m. to 5:30 p.m. children's programs.

Additionally, there is now only one natural break instead of two in some of the longer dramatic programs such as "Probation Officer" and "Television Playhouse."

■ The Advertising Advisory Committee considered during the year the use of substitute materials and other special effects adopted by advertisers in their commercials.

The committee came to the conclusion that it is sometimes necessary to achieve verisimilitude in the reproducton of a product or in its visual demonstration in a tv advertisement. It advised the ITA that the use of special methods of reproduction and demonstration to overcome technical limitations of the medium is justifiable so long as the resulting picture is fair and reasonable and not such as to mislead viewers about the quality of a product or its effects.

The committee also laid down stringent conditions for advertisements offering new and reconditioned domestic appliances for direct sale to the public. This followed a study of the possibility of tv being used for "bait" advertising, in which goods at specially attractive prices were advertised in order to obtain inquiries from viewers who would then be pressed to buy not the advertised goods but much more expensive ones.

■ "During the past two years there has been considerable political interest in the validity of advertising claims," ITA said.

"Of the many thousands of tv advertisements, however, less than half a dozen have been subjected to specific criticism," it said. The report stressed that ITA has power under the Television Act, in conjunction with its advertising advisory committee, to prohibit advertising claims which cannot be substantiated.

The report recalled that ITA sought in June, 1958, to have its agreed basic maximum hours increased from 50 to 71 and the daily maximum from 8 to 11. No increase was approved by the postmaster general during the year, and Independent Television was, after five years, limited to the same basic hours as at the beginning of its transmissions, the report said.

In March, 1960, the ITA again approached the postmaster general with proposals for a limited extension of hours, but so far no decision has been made on this. =

Videodex Network TV*

Nov. 9-15, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	33.6
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	30.2
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	29.7
4	The Untouchables (Several sponsors, ABC)	29.1
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	27.6
6	77 Sunset Strip (Several sponsors, ABC)	27.3
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	27.0
8	Red Skelton (S. C. Johnson, CBS)	26.7
9	Perry Mason (Several sponsors, CBS)	26.4
10	Danny Thomas Show (General Foods, CBS)	25.5

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,800
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,100
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	13,000
4	The Untouchables (Several sponsors, ABC)	12,500
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,000
6	77 Sunset Strip (Several sponsors, ABC)	11,800
7	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	11,800
8	Red Skelton (S. C. Johnson, CBS)	11,600
9	Perry Mason (Several sponsors, CBS)	11,500
10	Danny Thomas Show (General Foods, CBS)	11,200

* Homes viewing in cities where program is telecast.

**Listed in sequence of rating level from first table.

Ciba Revamps Marketing; Scraps Ad and Sales Units

Ciba Pharmaceutical Products, Summit, N. J., has reorganized its marketing department. Effective Jan. 1, Paul W. Roder, vp in charge of marketing, will have reporting to him five marketing directors. Up to now, Ciba has maintained separate departments for advertising, sales and market research.

Under the new organization, Alfred W. Custer, formerly director of chemical sales, will be director of marketing services. Named marketing directors are Frank Pratt, formerly director of sales, western and southwestern regions; Douglas E. Ward, formerly in charge of market research and development, central and Middle Atlantic; Albert J. Weisbrodt, formerly advertising manager, eastern and southeastern; and Allan J. Leskinen, formerly manager of feed additive sales, animal health.

Ward Installs Robot Salesmen

Montgomery Ward & Co. has installed automatic merchandising machines in store locations in Eatontown, N. J.; Essex, Md.; and Arlington Heights, Ill. The machines accept both currency and coins, make change, and dispense merchandise. The merchandise includes men's T-shirts, athletic shirts, briefs and boxer shorts in a selection of sizes, styles, colors and prices. The machines are manufactured by Universal Match Co., St. Louis. Robert Reis & Co., New York, manufactures and packages the merchandise for machine dispensing in test locations.

Shelton Names Graham

The Shelton division of United Shoe Machinery Corp., Shelton, Conn., has appointed Hugh H. Graham & Associates to handle its advertising. Shelton manufactures Pop rivets and riveting tools, United eyelets, grommets, washers and industrial specialties.

Ad Clinic #19

(a transparent device to get you to read this Sheraton ad)

by Madison F. (Foray) Jungle

Don't overdo the word "FREE"

SHERATON GIVES
FREE TELEVISION
FREE RADIO — FREE
AIR CONDITIONING
FREE BATH SCALE
FREE ETC., ETC.

SHERATON HOTELS

Here is a headline that's asking for trouble. Even Sheraton couldn't give all that away free!

But, sir — it's true. Sheraton guests enjoy the Sheraton Extra Values listed in the disputed headline and more — at no extra cost. Why don't you try us — even if you can't spend the night you'll enjoy fiddling with the *free* TV, *free* radio, *free* air conditioner, *free* bathroom scale, *free* etc., etc. And, as a memento of this ad (and to help us check its pull) why not send for 104-page Sheraton booklet? It's *free*, too. Write: **Sheraton Corp., Ad Age Ad #19, 470 Atlantic Ave., Boston, Massachusetts.**

Too late for Herpicide?

We can't restore lost hair. But we *can* restore your complete confidence in the meaning of the word "service". For a demonstration—use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

O'Brien Joins Stowe Bowden

Donald F. O'Brien, formerly with Batten, Barton, Durstine & Osborn, London, has joined Stowe Bowden de Garmo, London, as account controller. Before going to Europe, Mr. O'Brien worked in New York for *Look;* O'Mara & Ormsbee; Raymer Co.; and Katz Agency. Stowe Bowden de Garmo is a jointly owned subsidiary of de Garmo Inc., New York, and Stowe & Bowden, London.

Compton Appoints Four

Elizabeth Pike, formerly a vp and copy group head at Benton & Bowles, has joined Compton Advertising, New York, as a creative group head. Compton also has named three vps: Marion Forster, associate research director; Rupert Witalis, art director; and James Sage, account supervisor.

Ambrose Buys Severance

Ambrose & Borrie, Asbury Park, N. J., has purchased Severance & Brady, Asbury Park. Malcolm Severance and James Brady, principals in Severance & Brady, have joined the reorganized staff of the combined agency, Ambrose & Borrie & Severance & Brady. Offices are at 601 Bangs Ave.

Lincoln Names Allison

Douglas F. Allison has been appointed marketing manager for Lincoln and Continental in the Lincoln-Mercury division of Ford Motor Co., Dearborn, Mich. He formerly was assistant marketing plans manager.

WRITE DREY
when you have a mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave., South, N. Y. 10, N. Y.

New Marlite RANDOM PLANK
beautiful wood-grain paneling in six Trendwood® finishes

Perfect room for active youngsters. It reflects their happy carefree mood . . . and with Marlite paneling on the walls, it's a cinch to keep clean. You see—grease, fruit juices, crayon, ink won't affect this economical "wash and wear" paneling. The exclusive high-heat-baked plastic finish provides remarkable resistance to stains, mars and dents, needs no painting or further protection. And Marlite wipes clean with a damp cloth; stays like new for years. Easily-installed tongued and grooved Planks for a 12-foot by 8-foot wall cost as little as $52. Choose from attractive wood finishes, colors, marble and decorator patterns. Available in convenient sizes at your building materials dealer. Send coupon for full-color folder.

Marlite
plastic-finished paneling

Marlite Division of Masonite Corporation
Dept. 1003, Dover, Ohio

FREE IDEA FOLDER. Please send full-color folder showing attractive room examples illustrating Marlite colors and patterns.

Name _____
Address _____
City _____ State _____

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

DOUBLE EFFECT—*Although the main objective of Marlite ads in Better Homes & Gardens, like the one above, is to keep the brand name "first in its field," Marsh Wall Products does not disdain the 10,000 inquiries each of them produces.*

Marlite Ad Brings 10,000 Inquiries as Image 'By-Product'

DOVER, O., Dec. 20—Seeking to build brand loyalty for Marlite, its plastic finished wall and ceiling paneling, via full-color ads in shelter publications, Marsh Wall Products has found it is also getting a valuable by-product—reader inquiries.

Marlite ads that have appeared in *Better Homes & Gardens,* for example, have produced an average of more than 10,000 inquiries each, according to the company, a national advertiser for more than 15 years. Marlite is the leading brand of prefinished wall paneling.

Dealer followup cards, used to keep track of results, show that 5% of the inquiries have resulted in direct sales, while 70% of the recipients of a "free idea folder" offered in the ads have expressed further interest. The other 25% said they had no further interest.

Howard Swink Advertising, Marion, O., is the agency for Marsh, a subsidiary of Masonite Corp., Chicago. #

Ward Joins 'Free Press'

The *Detroit Free Press* has appointed Arthur J. Ward advertising manager of *TV Channels Magazine,* which is distributed with its Sunday editions. Mr. Ward was formerly a national advertising representative of Hearst Advertising Service, Detroit, and with retail advertising on the now defunct *Detroit Times.*

Charter Design to Colle

Charter Design & Mfg. Corp., Minneapolis, manufacturer of automatic coffee making equipment for food service establishments, has appointed Colle & McVoy Advertising, Minneapolis, to handle its advertising.

*FIRST in Cleveland in TOBACCO ADVERTISING**

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

The Editorial Viewpoint . . .

Thus Endeth 1960

For most advertising and marketing men, this year's Christmas-New Year's season has an extra bit of cheer, stemming from the simple fact that 1960 is drawing to a close.

It is doubtful that anyone in business or merchandising or advertising or selling will be sorry to see 1960 go down the drain. It has been a frustrating, generally unproductive, generally unpleasant year, and most of us are perfectly happy to speed it on its way with a "Good Riddance" leave-taking.

A year ago, with assorted soothsayers giving out with lyrical calls to the Ineffable Sixties, we ascended the mountain and looked at the promised land, all bright and sparkling, filled to overflowing with abounding goodness for everyone.

It seems as though our vision may have been a little faulty. The Ineffable Sixties—or at least the first of them—turned out to be just ordinary years, like so many of the others that have gone before them; not wonderful, not horrible, just "ordinary" by our currently deeply inflated notion of what is "ordinary."

Business men and admen can stand this. What they can't take very well is the fact that, quite suddenly, they are all cast in the role of social villains, engaged in unspeakably mutilating the society in which they live.

This is why there will be few tears shed in business circles over the passing of 1960. The hope will be that the year just ending marked the low point in society's strangely vicious attacks on one of the most widely used and most democratic of all forms of the art of persuasion, and that in the coming year, things will be somewhat better, even if they're not wonderful.

Down Stupidity Row with the FTC

As readers of these columns know, we have not been blindly and completely opposed to the Federal Trade Commission through the years. On the contrary, we have expressed our belief in the value of the FTC and of the work it does, on more than one occasion.

We are terribly concerned, however, when we read in the report of the Colgate Gardol television commercial hearing, the comments of Anthony J. Kennedy, attorney on FTC's legal staff, on his notion of what the FTC is supposed to do.

"The FTC is for the credulous, the immature and even the stupid, not for the wise buyer," he is reported to have said. "Maybe they won't believe the ads after they have used the product, but by that time they've already bought a box."

If Mr. Kennedy is speaking for the current FTC, and if he is speaking factually, then we have all taken a mighty leap backward into idiocy. If the FTC really believes its mission is to protect "the stupid" from any possible misunderstanding of any promotional statement, then we're right back in the funny papers again with such pointless and ridiculous controversies as those which the FTC promoted with its ban against the use of the word "free," and the contention that "absolutely safe" might not apply to a toothpaste if a tube of it were eaten instead of used for brushing teeth.

In the funny-paper days of FTC, no case was more exhaustively studied and promoted by the FTC staff than its contention that "free" offers, when the offers were contingent on some other purchase or action, could be misleading, presumably to some of the "stupid" people Mr. Kennedy still thinks the FTC should protect. So "free" was banned, no matter how clearly the terms surrounding the "free" offer were stated. A reversal finally brought some vestiges of sense into the situation, and FTC dismissed the whole action, then pending before the Supreme Court. Now you can say, "Buy two at the regular price —get one free" without going to jail for fraud.

The point is that some sort of sensible rule must apply. It can't be so lax that only people with exceptional I.Q.s are protected, but neither can it be so complete and all-enveloping that the most stupid will be fully defended from their own stupidity.

Breaking Down the Barriers

It gives us special pleasure to publish articles like the one which appeared in these pages last week, telling how Campbell-Ewald Co. has set up a training and selection program designed to make it easier for artists and writers to break into the advertising agency business.

And we particularly like the fact that, as Thomas Murray, C-E's copy director, explains the program, it is "for people who come to the agency fresh from college, from the service, from high school or from a dishwashing job in a nearby dog wagon."

The advertising business, and particularly the agency business, is continually lamenting the paucity of talent that is coming its way, but it too seldom does anything specific and practical to change the situation.

Despite the fact that advertising's public image is slightly tarnished at the moment, there are any number of excellent potential advertising men and women who would love to get into the business—and who invariably find it extremely difficult to do so.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Ad Agency, Columbus, O.

"They call the spellbinder who does their stomach pill commercials the 'Abdominal Snow Man'."

What They're Saying . . .

The People's Freedom

Freedom of the press does not exist simply for the sake of the press. It exists for the sake of the people—because the people cannot live intelligent and effective lives unless they have access to the information they need. They cannot govern themselves unless they know the problems of government; they cannot make plans for the future unless they know the trend of events in politics, in economics, in international affairs.

Too often, those of us with some experience as professional members of the communications industry tend to identify our freedom as the essential freedom. The real freedom required by a democracy is the freedom of the people to know everything they have to know in order to make an intelligent decision.

—Freedom of Information Center Publication No. 34, published by the School of Journalism, University of Missouri.

Note on Image Worship

Image worship is often a rescue effort for a failure to study and define a company's identity—a failure to ask, "*Who* is it . . . *what* is it . . . what is its function . . . what are its goals?"

Following a failure to define a company's identity, there is a failure to understand the purpose of a company's communications. This purpose is *not* to emboss some Prince Charming image in people's minds.

Communications should inform, enlarge, and perpetuate a company's relationship with the market—a relationship of satisfaction in an exchange of value for value. A company should be itself. Its spokesmanship should reflect itself. Concurrently, research should provide spokesmanship for consumers and others back to the company.

—Marion Harper Jr., president and chairman, McCann-Erickson Inc., speaking before the Adcraft Club of Detroit.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

In view of the activities of the FTC, FDA, Department of Justice and other government agencies in making advertising news, the best way for an aspiring young man to break into the business may be by getting a law degree.

•

A. C. Nielsen's new service reporting magazine and tv audiences should make interesting reading, and also furnish the material for some red-hot competitive battles.

•

"President Midwest advertising agency seeks executive position in warm climate," says a classified ad.

Apparently his present clients aren't making it nearly hot enough for him.

•

A picture is worth a thousand words, they say, and the FTC thinks the Gardol invisible shield in the tv commercials for Colgate's toothpaste spoke even more eloquently than the dulcet voice of the announcer.

•

There must be something in environment after all. The Chicago Bears, who play at Wrigley Field, home of the forlorn Cubs, have just finished one of their worst seasons in the National Football League.

•

Clint Frank says Chicago admen work a little harder than their confreres in New York, and thus far he hasn't had to dodge very many brickbats.

•

That American Motors plan to pay rebates to Rambler customers in the event of sales increases ought to add at least a few thousand enthusiastic volunteer salesmen to the field force.

•

F. Edward Day, the Prudential Insurance executive who is to be the new Postmaster General, may know from personal experience what needs to be done to improve the service besides raising postal rates.

•

A Chicago sports writer, commenting on player purchases by the new American League baseball clubs, thought the scheme bizarre and said so, only he spelled it "bazaar," without credit to any other publication.

•

"It's easier to start a habit than to stop one," remarks *Seventeen*.

And for that the cigaret manufacturers are duly grateful.

•

"Even a clam sticks his neck out," says Kenyon & Eckhardt.

But when a turkey does the same thing, he's likely to lose his head.

•

Vodka outsells scotch in first six months of 1960, reports *Newsweek*, but this isn't to be taken as an indication of yielding to the Russian influence.

COPY CUB.

71 PERCENT

OF DELAWARE VALLEY

AUTOMOTIVE SALES

ARE MADE

IN THE SUBURBS

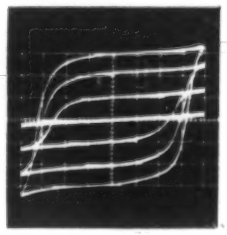
The Philadelphia Inquirer delivers your advertising to 33% more suburban men readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

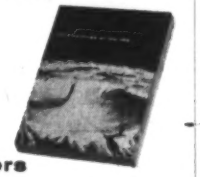
J. A. Rajchman

...for Improvements in Communications



1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

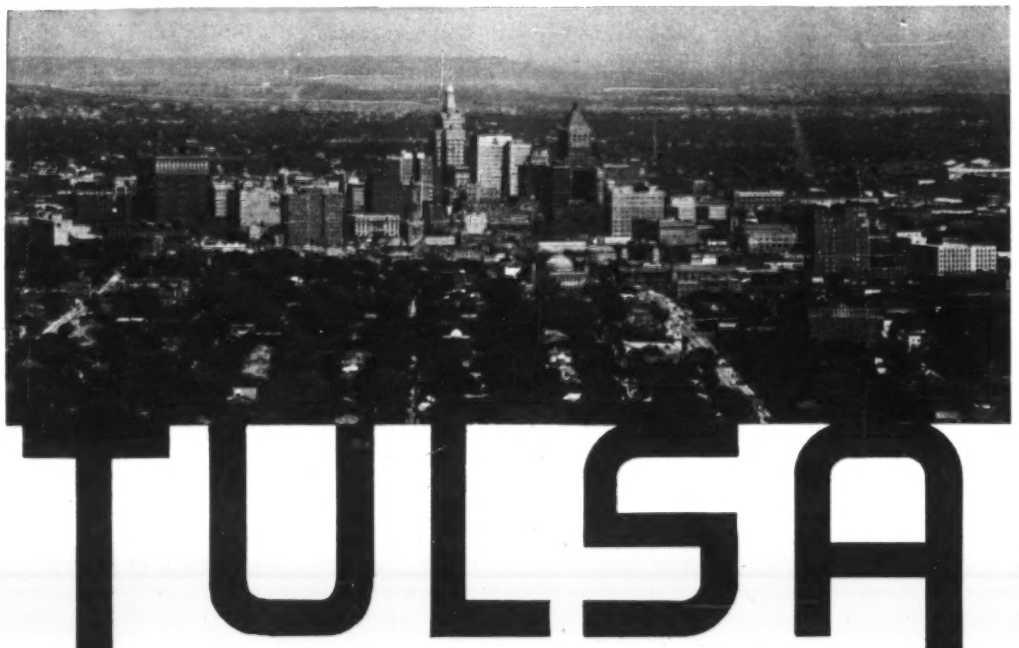
For a share in the present, and a stake in the future, make your product NEWS in



Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



TULSA

a growing market... a BUYING market!

TULSA—Center of the Magic Empire—**gained 41.5%** in population in the last decade . . . was one of the TEN FASTEST GROWING CITIES IN THE U. S. . . . and rates in the TOP **FIFTY** markets in America. The Magic Empire (Eastern Oklahoma, Southeast Kansas, Southwest Missouri and Northwest Arkansas) accounts for more dollar volume than the rest of Oklahoma combined. So SELL—where people BUY—use the media that **completely covers** this rich top-ranking market! The "Oil Capital" Newspapers—

The TULSA WORLD MORNING • SUNDAY AND **THE TULSA TRIBUNE** • EVENING •

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

Getting Personal

Winthrop Hoyt, avid skier and chairman of Charles W. Hoyt Co., New York, has been elected a director of Big Bromley Inc., ski development at Manchester, Vt., which is headed by Fred Pabst of beer fame . . .

Alvin H. Kaplan, senior vp and a principal of Mogul Williams & Saylor, New York, is the new president of the Great Neck Symphony Orchestra. Mr. Kaplan, who is also president of Kaplan Agency, mail order division of MW&S, is a charter member of the orchestra society . . .

After more than 30 years in the agency business, **William J. Breen,** vp of Lennen & Newell, is retiring to Ft. Lauderdale, where he will open an office for John G. Alden & Co., Boston, yacht brokerage company. An enthusiastic boatsman for many years, Mr. Breen will represent the company throughout the southern area . . .

Two years ago, on Jan. 1, 1959, **Jack G. Barefield** quit McCann-Erickson, New York, to give himself two years to have a play produced on Broadway. Right on schedule, his play, "Catstick," will open on Broadway Jan. 24, 1961, starring Patricia Jessel and Donald Davis . . .

Engagements: **Anne Johnstone** of Doyle Dane Bernbach and Michael Hurd of Pittsburgh Plate Glass Co. . . Faith Power and **Philip Geier Jr.** of McCann-Erickson . . .

A nine-year-old cow named Seneca Side Meryl, owned by **Atherton W. Hobler,** chairman of the executive committee of Benton & Bowles, New York, took the Guernsey grand championship at the recent International Live Stock exposition in Chicago . . .

LE GRAND PRIX—*At the annual Christmas dinner-dance of the northern California chapter of the Assn. of Industrial Advertisers in San Francisco, the big prize was a trip for two to Los Angeles on Matson Lines' S.S. Monterey. Accepting the prize from Frank Schoenbein, Western Farm Paper Unit, are Mr. and Mrs. Stephen J. Manhard. He's with EWRR's San Francisco office.*

A collection of letters written by U. S. presidents was presented to the Free Library of Philadelphia by **Norman Strouse,** head of J. Walter Thompson. The collection includes letters of all the Presidents from Washington to Eisenhower, with the exception of Chester A. Arthur and William Howard Taft . . .

Paintings and collages by **John Maxwell,** president of John Maxwell Associates, Bala Cynwyd, Pa., were shown recently at the Ahda Artzt Gallery in New York . . .

Thor M. Smith, assistant to the publisher of the *Santa Barbara News-Press,* recently finished a missile familiarization course at Vandenberg Air Force Base, where he was assigned to the 1st Missile Division as a reserve colonel . . .

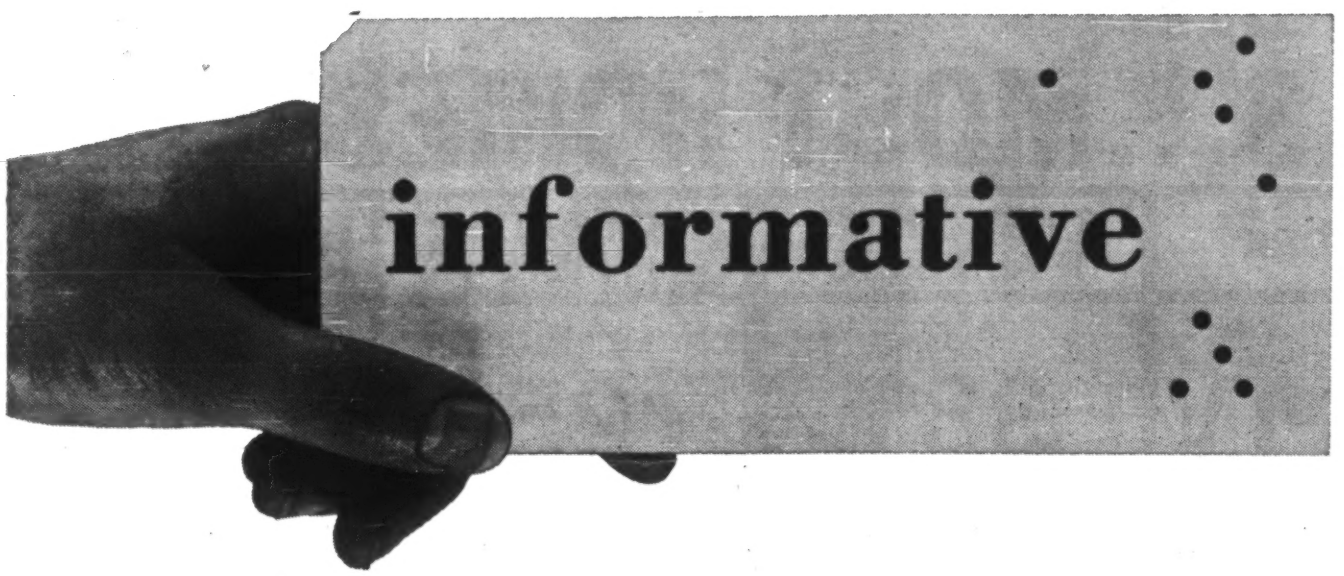
When **Pete Wemhoff,** editor of *Automotive News,* Detroit, agreed to appear on the Mobilgas-Mobiloil tv program he waived compensation except for a token $1. Then Screen Actors Guild heard about it and insisted Pete be paid regular rates to protect its members. Result was that the University of Detroit Gus Dorais Foundation for athletic scholarships and another unnamed charity benefited by the $1,360 check Pete endorsed to them. Thus he retains his amateur tv status . . .

Mark F. Ethridge, vp and publisher of the *Louisville Courier-Journal* and *Times,* was named "Man of the Year" by the Louisville Ad Club recently but wasn't on hand to accept the award. As a trustee of the Ford Foundation, he has been on an inspection tour of the Near East . . .

Names in the news department: **Bruce Hayward, KTVI-TV** public affairs director, elected Chief Barker, the top exec post of the Variety Club International's St. Louis Tent No. 4, which devotes a lot of time to helping the area's underprivileged children . . . **Donald P. Nathanson,** head of North Advertising, elected to the board of governors of the Chicago Heart Assn. . . **Albert Joseph,** vp of the National Automotive Advertisers' Council, appointed chairman of the pr committee of ALSAC—Aiding Leukemia-Stricken American Children—for the 1961 national campaign . . . **Walter Annenberg,** editor and publisher of the *Philadelphia Inquirer* and president of Triangle Publications Inc., was decorated by the government of Finland for strengthening American-Finnish relations . . .

New editions—**Frank Gianattasio,** media director of the New York office of Guild, Bascom & Bonfigli, is a new father with the arrival Nov. 30 of Suzanne, his first child. **Bud Reese,** an associate editor of *Industrial Marketing,* and his wife Jeanne became parents of a third girl, Margaret Loretta, born Dec. 1. A clever notice designed by a new father went out recently telling of the birth of Lauren Beth, a third edition for the **Herbert Bakers.** He's head of the Chicago agency bearing his name . . .

what makes a magazine



The recent nationwide Bolger Study – measuring the sales climate created editorially by 11 major consumer magazines—defines *informative* as "providing you with information about many facts and events". It was one of 32 basic image traits surveyed (by having readers sort Univac "trait cards" in six piles, from "definitely" yes to "definitely no").

National Geographic readers gave their magazine a higher image score in this characteristic (*and* 10 others!) than did readers of any other publication analyzed by this study. About 22%, in fact, above the average score for all of them.

"Informative" is but one of the inherent reasons why the Geographic has such year-after-year appeal to a special audience now numbering over 2,500,000 families. Intelligent and inquiring people read National Geographic because it gives them better insight of the world background against which today's international events occur. To satisfy their demand for authentic facts, skilled teams of Geographic editors, reporters and photographers roam the globe, assembling in colorful words and outstanding pictures the fullest panorama of places and people. The result is editorial content and flair no other publication matches.

Still another result is a unique climate wherein advertisers' messages get unusually favorable attention from a huge market of unusually buying-minded families. The facts about National Geographic for 1961 are highly informative, too. Now's the time to look into them.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

WHERE THEY CAN WATCH ALL 3...MOST HOMES NOW

NETWORK	3 NET. SHARE OF AUDIENCE*	HALF-HOUR FIRSTS*	HALF-HOUR SECONDS*
ABC-TV	38%	25	14
NET Y	34%	19	19
NET Z	28%	7	18

*Source: 24 Market TV Report—Program Appraisal Supplement to National NTI Reports. Week ending Dec. 4, 1960. Sun., 6:30-11 pm. Mon. thru Sat., 7:30-11 pm. †Nielsen CPM Report, average evening one a week programs, Oct. 1960.

WATCH ABC:

HALF-HOUR THIRDS*
12
13
26

"TV SHOW BUYING MADE EASY" might well be the title of this current Nielsen Program Appraisal Supplement.* It's that quick, that revealing in its guide to program preference.

And the preference, as the chart shows, is very big for ABC. Out of 51 half-hours, ABC took first 25 times...over three times as many firsts as Network Z.

Reason: such new triumphs as SurfSide 6, Bugs Bunny, Naked City, My Three Sons, Flintstones, The Law and Mr. Jones.

More reason: such continuing strengths as Cheyenne, Peter Gunn, Adventures in Paradise, Rifleman, The Real McCoys, The Untouchables, 77 Sunset Strip, Robert Taylor's Detectives, The Rebel.

Most reason, particularly in view of its lowest cost per M†, for making ABC-TV your first choice.

ABC TELEVISION

PHOTO REVIEW

McIntyre Laflin Hook Bowden

SANTA'S HELPERS—*Charles R. Hook Jr., president of Kudner Agency, inspects the roomful of Christmas gifts which the agency is contributing to the 400 children at the St. Labre Mission, Ashland, Mont. With him are the project's principal workers: Loretta Bowden in the research department, Rose West Laflin in the secretarial pool, and Hal McIntyre in the media department and chairman of the house committee organizing the effort.*

CONTEST—*A premium no one wants and a contest everyone wins highlight Durkee's instant minced onion campaign. Consumers are offered 14 "Plant 'Em Yourself" onions if they don't like Durkee's ready-to-use onion. This ad in trade publications asks grocers to guess which photo of a fat man planting onions will be used in consumer ads and displays.*

Nathan Johnson
Carlson Magel Wineberg

WINNERS—*Members of the Junior Women's Advertising Club of Chicago who were winners in a gift-wrapping contest in which they wrapped gifts to be distributed through the Chicago Tribune's Good Fellow campaign to boys and girls in 19 Chicago area charitable institutions were Scott Carlson of Together Magazine; Alice Magel, of Harrington, Righter, Parsons; Mrs. Eleanor Wineberg, Appleton Electric Co.; Patricia Nathan, Sears, Roebuck & Co.; and Norma Johnson, Society for Visual Education.*

B-I-G—*Burr Robbins, president of General Outdoor Advertising, pins "Miss Big as All Outdoors" ribbon on Eve Bruce, who was a feature attraction at New York presentation by GOA. Mr. Robbins reported 1960 billings of more than $40,000,000 and presented a new sales film, "The Story of Outdoor Advertising."*

Kierstead Abbey O'Toole

GOOD SCOUTS—*William H. Kierstead, vp at Young & Rubicam, and Jack O'Toole, account director at McCann-Erickson, pose with Boy Scout Greg Abbey as they plan the annual advertising, publishing and entertainment Boy Scout Lunchoree at the Waldorf-Astoria Feb. 16. Mr. Kierstead is Lunchoree chairman and Mr. O'Toole is a division chairman.*

LIVING DOLLS—*Byron Anderson, KSTP Radio, Minneapolis-St. Paul, chairman of the Advertising Club of Minneapolis Christmas party, tries on ribbon that the "living dolls" will wear while selling chances on a raffle at the party. Grand prize is a Rose Bowl trip, donated by radio station WTCN. Proceeds are for the Crippled Children's Christmas Party and Camp Courage, a Minnesota youth organization.*

ASK FOR A FREE HOME DEMONSTRATION!

DELIVERY—*Thomas Organ Co., Sepulveda, Cal., uses humorous approach with counter cards suggesting organs for Christmas. The same theme is used in window banners, ad mats, direct mail pieces and other material.*

Wyland Hanley Harrington Aitken Edel

Ryan Dee Field Brandt Mason

HAPPY HOLIDAYS—*Music Makers Inc.'s Christmas party was attended by George Wyland, creative director on Alcoa at Fuller & Smith & Ross; Laurie Hanley of N. W. Ayer & Son; George Harrington of Morse International; Pat Aitken, casting director of J. Walter Thompson Co.; Herman Edel, exec vp of Music Makers; Bernie Ryan and Jane Field, both in radio-tv copy at Batten, Barton, Durstine & Osborn; and three Compton Advertising people: Eleanor Dee, fashion coordinator; Lucille Mason, casting director; and Frank Brandt, radio-tv head.*

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Flying over Metropolitan Oakland is an eye-opening experience. Somehow, looking at a map of the area doesn't convey the same impression of this vast market. From a bird's eye view, the tremendous growth of Alameda County can be seen reaching in all directions.

No wonder this market holds more people than any other county in Northern California and leads in total food sales!

THOMAS B. ADAMS, President
CAMPBELL EWALD ADVERTISING, Detroit

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

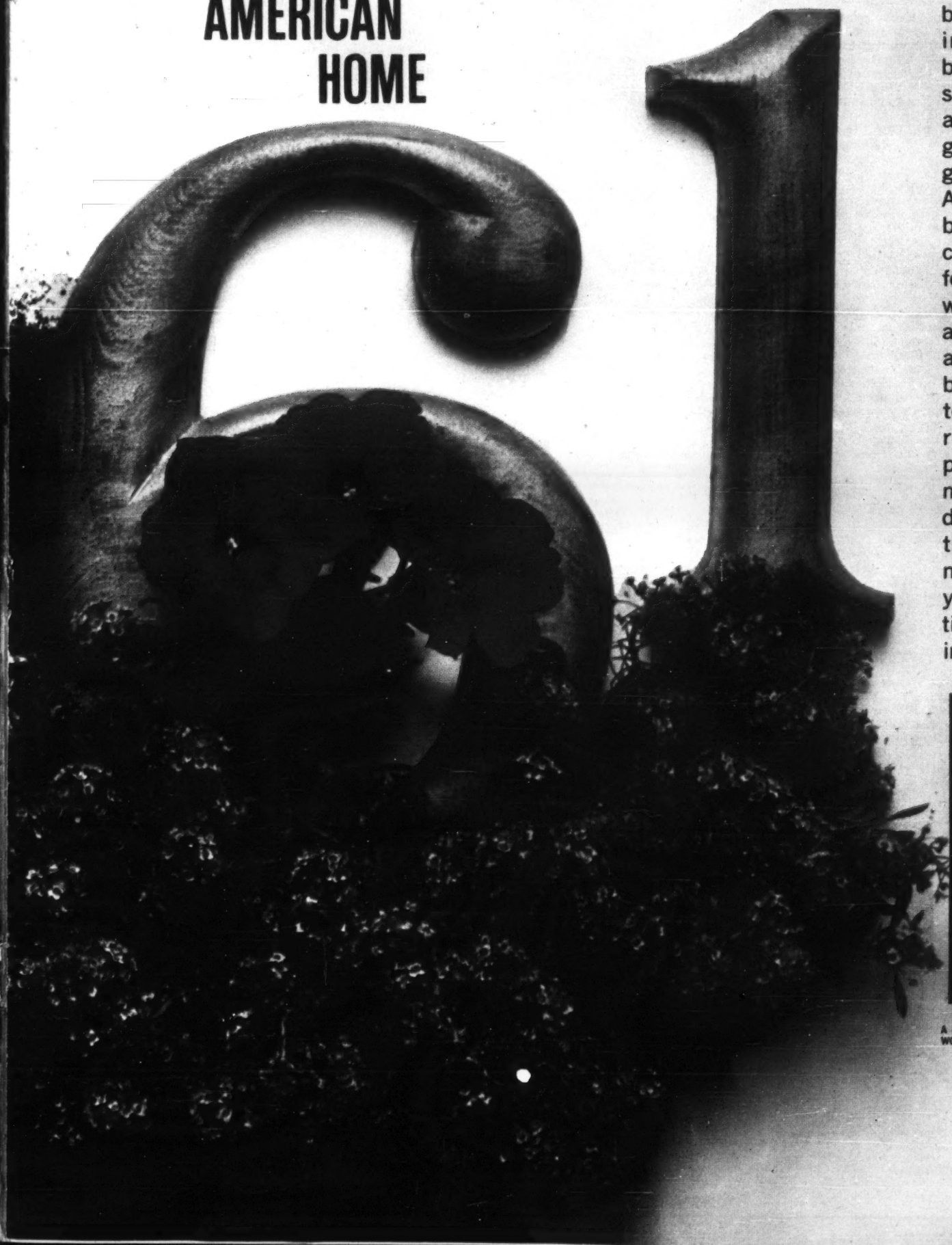
GO BIG.. BE BIG
In the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

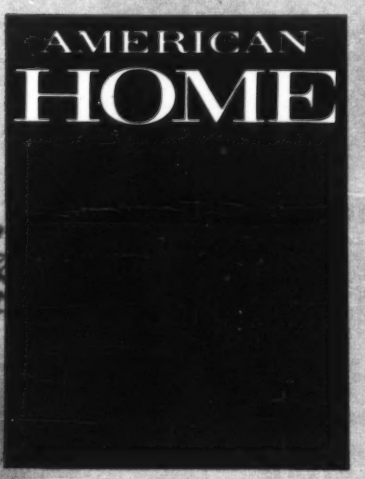
Member Metro Sunday Comics Network

PHOTO FROM "THE BEST NEW PLANTS AND FLOWERS FOR 1961," IN THE JANUARY AMERICAN HOME

A 33% BIGGER HAPPIER NEW YEAR AT AMERICAN HOME



Happy New Year . . . and what a year it promises to be! American Home rings in the first half with a bouncing 33% more space on the books than at this time last year. A gala performance by a gala magazine. Actually, American Home celebrates all year long, from cover to cover. Every confetti-bright page is aglow with graphic excitement and youthful vitality. And a greater share of those brilliant pages is devoted to decorating, building, remodeling and meal-planning than any other mass magazine. No wonder American Home is the life of the party on newsstands, too. □ Made your New Year resolutions yet? Make sure they include American Home.



A CURTIS MAGAZINE READ BY 12,000,000 MEN AND WOMEN WITH A CONSUMING INTEREST IN THE HOME.

Stoneham Adds Three Accounts

Stoneham Advertising, Van Nuys, Cal., has been named to handle advertising for Fabriform Metal Brazing, Los Angeles; Door Masters Inc., Gardena, manufacturer of electronic garage door operators; and Shalda Mfg. Co., Burbank, maker of lighting equipment.

'Sunday Graphic' Folds

The *Sunday Graphic*, a London tabloid newspaper with a circulation of 900,000, has discontinued publication. The newspaper, which lost $1,400,000 last year, said it was going out of business after 45 years because of rising production costs.

Spyrison Shoe to Peitscher

Spyrison Shoe Co., Des Plaines, Ill., has appointed Peitscher, Janda Associates, Chicago, to handle advertising for its Youthful Shoes chain of retail stores in Illinois and Wisconsin. Advertising Inc., Milwaukee, is the former agency.

In Buffalo and

Western New York

for product

identification

use the station most closely identified with the market

Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York

National Representatives:
Harrington, Righter and Parsons

WBEN-TV CH. 4
CBS In Buffalo
The Buffalo Evening News Station

Canadian Ad Groups Urge Inducements for U.S. Magazines to Print Editions in Canada

TORONTO, Dec. 20—Canada's two leading advertising associations have agreed to reveal to the Royal Commission on Publications confidential polls of their memberships on the problems of the magazine publishing industry in Canada.

The Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies, which last week presented a joint submission to the commission, agreed to provide the information after a subpoena threat was made by Grattan O'Leary, commission chairman and president of the *Ottawa Journal*, after the two associations said the membership poll was confidential and could only be supplied to the commission on that basis.

Chairman O'Leary and Commissioner George Johnston, head of a Toronto public relations company, appeared dissatisfied with the brief of the advertising associations and said it should have included opinions of minority groups in both associations instead of only those of the majority.

■ The ACA-CAAA brief said the results of the confidential poll showed a "considerable divergence of opinion both as to the gravity of the situation (the problems facing the Canadian periodical press) and as to the means which the government might adopt to correct it."

Continued the brief: "There was, however, a large body of opinion in favor of distinguishing between magazines which, even though importing editorial material, are printed, published and mailed in Canada—thereby both contributing to Canadian employment and accepting in some degree the responsibilities of citizenship—and publications which are printed and shipped into Canada from another country.

"May we respectfully suggest, therefore, that the commission explore the possibility of steps which would make it economically more desirable for publications accepting Canadian advertising—advertising, this is, which is addressed to the Canadian consumer—to print and publish in Canada."

■ Chairman O'Leary's request to see the working papers of the poll "showing just what this divergence was" followed two hours of heated questions and answers during which Commissioner Johnston said the brief did not advocate anything. "We were looking for help from you and so far we haven't got it," he told Allan B. Yeates, president of ACA, and Warren Reynolds, president of the CAAA.

Commissioner Johnston said that advertising agencies were prone to favor big publications such as *Time* rather than Canadian weekly newspapers because the mechanical costs of serving the weeklies were greater.

Mr. Reynolds said the question of overhead cost might arise but that it would not be a factor in deciding where to place advertisements. He said the cost of servicing was of no consequence in determining the recommendations an advertising agency makes to its clients.

Mr. Reynolds said that if *Time* and *Reader's Digest* are permitted to operate in Canada, where they acquire a Canadian audience, advertising agencies have an obligation to their clients to use such media to tell the client's story, if the media are consistent with the greatest efficiency of the advertising funds spent.

■ Ralph Allen, former editor of *Maclean's Magazine*, a Maclean-Hunter publication, told the commission that Canadian newspapers are in just as much danger as Canadian magazines from U.S. competition.

Criticizing the lofty attitude of newspapers on the plight of the periodical press, Mr. Allen said many magazines had closed and this could also happen to newspapers.

He said that the *Toronto Globe & Mail* was reported to be considering the simultaneous publication of the newspaper in different parts of the country, using a facsimile or similar process.

If the *Globe & Mail* can consider this, said Mr. Allen, a large U.S. newspaper also can consider it, with the intention of running an international edition into Toronto substantially paid for by the parent edition.

He said a publication such as this could charge advertising rates well below what a Canadian publication would have to charge, adding, "I would be willing to predict that the lofty attitude with which Canadian newspapers have viewed this problem would be quickly amended."

■ William W. Seccombe, president of Seccombe House of Toronto, which publishes nine professional and business magazines, told the commission that his company did not seek protection from competing foreign publications.

"We believe," said Mr. Seccombe, "that the continuous encroachment being made within the Canadian periodical press, and the monopolistic trend this represents, poses a formidable threat to periodical publishing. The trend toward monopoly indicates an uncertain future for the majority of small or medium-size publishing houses in Canada. Consequently we hope that any measures taken to assist the periodical press do not encourage the big to become bigger and, thus, the small to become smaller."

Mr. Seccombe stressed three points: Competition is essential to the publishing business; service to readers is its prime function; and free flow of communication is a must for both the periodical press and the public. He suggested that any measures to help the Canadian periodical press should avoid discriminatory penalties against any section of the press, domestic or foreign.

■ A. A. Pollock, president of Dominion Electrohome Industries, told the commission that overflow advertising from U.S. competitors carried in U.S. magazines circulating in Canada damaged Canadian business.

"U.S. companies," he said, "have been able to win tremendous advantages in terms of name identification and product acceptance."

Lloyd M. Hodgkinson, president of the Magazine Publishers Assn. of Canada, said that the federal government spends too much advertising money in Canadian editions of two U.S. magazines.

"The government," he said, "is most generous in its recognition of these Canadian editions and perhaps less generous in its support of Canadian magazines."

He said the government spent $303,785 advertising in the Canadian editions of *Time* and *Reader's Digest* between 1955 and 1959. In the same period, he said, it spent $563,000 in ten Canadian magazines.

Said Mr. Hodgkinson: "There is a limit to the amount of competition any business can stand—this is the crux of the problem confronting Canadian magazines."

■ Chairman O'Leary indicated that the commission is not likely to recommend that U.S. magazines be prevented by law from selling here at a discount.

He was referring to the Magazine Publishers Assn. statement that in many instances special price offers to new subscribers by leading U.S. magazines increased the cost to Canadian magazines of obtaining circulation.

Chairman O'Leary said that U.S. magazines probably are being dumped on the Canadian market but added that there was no reason to believe that the same discount prices were not available to U.S. subscribers. He said he would "hate" to recommend that it would be an offense for U.S. magazines to reduce the regular price of their publications in Canada. #

John Walsh Named Director of World TV Festival

NEW YORK, Dec. 21—The National Academy of Television Arts & Sciences has started preparations for the first international television festival to be held in New York and Washington in the fall of 1961. The aim: "To establish greater world understanding through international television."

First step toward activation of the project was the appointment of John Walsh as executive director of the festival. Mr. Walsh resigned as coordinator of special programs for the CBS-TV network in order to take the new assignment.

Initial financing for the event has been provided by ABC, CBS and NBC, each of which has contributed $25,000. Henry S. White, treasurer of the festival, said other organizations associated with television will be offered an opportunity to participate in the project. Mr. Walsh has opened an office at 30 W. 45th St.

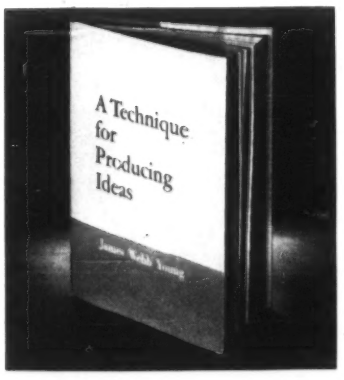
■ More than 60 countries, which now have tv in operation, will be invited to take part in the festival. The week-long event will include international program competitions, seminars, technological displays, and demonstrations of broadcast facilities and techniques.

Needham, Louis Names Mercer, Six Others

Needham, Louis & Brorby, Chicago, has appointed Guy Mercer chairman of the plans board and Otis L. Hubbard Jr. a vp. Mr. Mercer, a vp, formerly was assistant chairman of the plans board. He succeeds Paul C. Harper Jr., who has been elected president. Mr. Hubbard, an account supervisor, joined the agency in 1958. At the same time Donald J. Dickens, formerly copy group head, has been named assistant head of the copy department. Joseph Gerbl, formerly with N. W. Ayer & Son and George A. Hormel & Co., has joined the agency as an account executive.

In New York, NL&B has named John W. J. McCrosky, formerly with J. Walter Thompson Co., an account executive, and Herbert H. Clark, formerly with Erwin Wasey, Ruthrauff & Ryan, an art director.

A Technique for Producing **IDEAS**



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

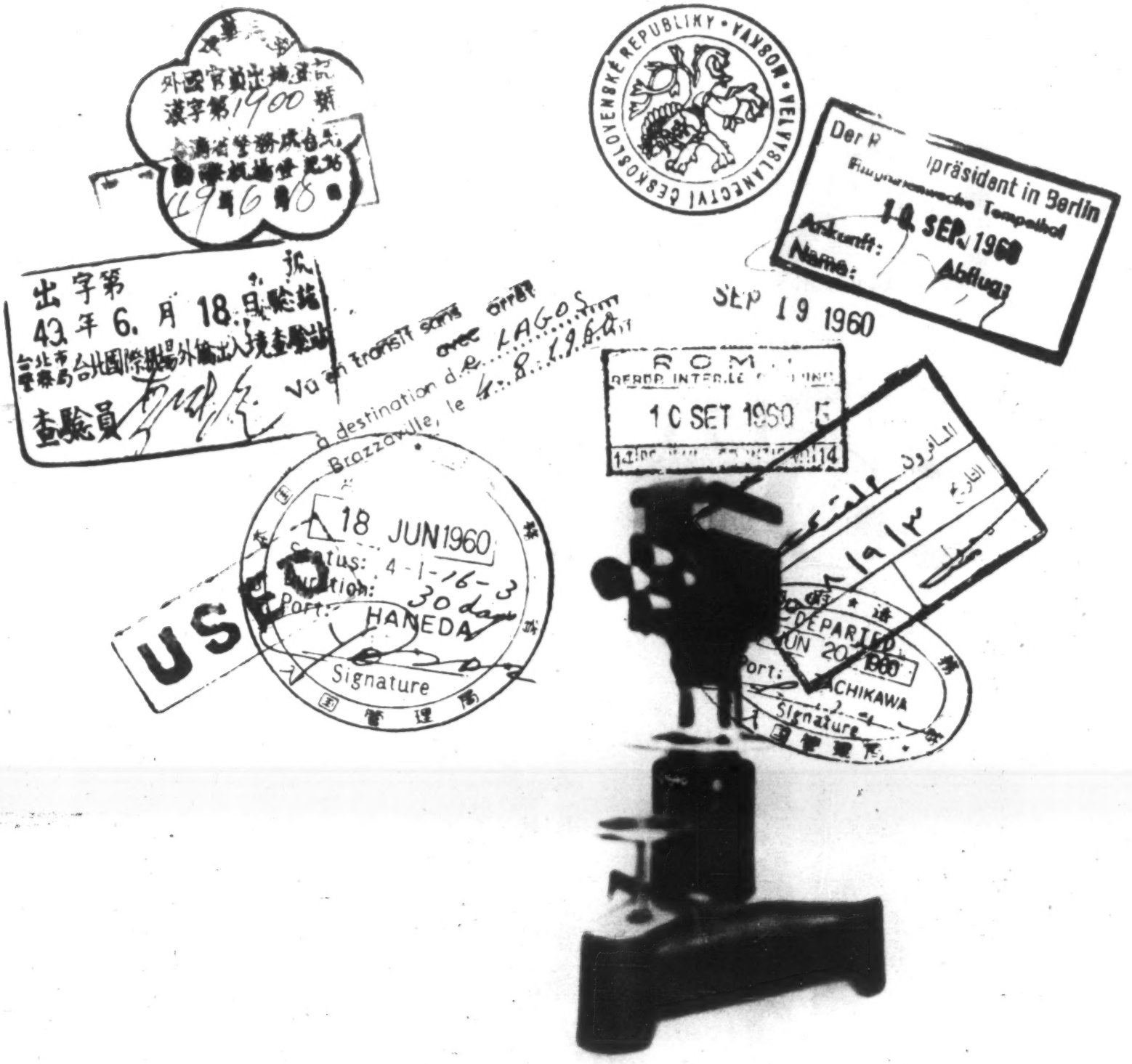
ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department

Over 425,000 Awards to Juniors . .

Issued *annually* for marksmanship achievements, under the supervision of 360,000 adult male readers!

Write for sample copy.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

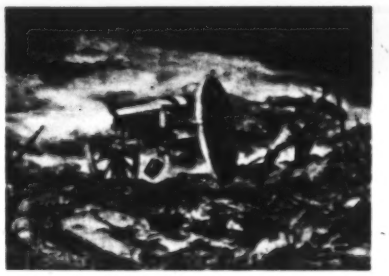


GOING PLACES! Year-round, round-the-clock, WBBM-TV newsmen are going places...and Chicago audiences are seeing people, places and events shaping the destiny of nations.

In the past year, reporters Frank Reynolds, Carter Davidson and Fahey Flynn have traveled far and wide —the Congo, Japan, Korea, Formosa, Austria, Germany, Italy, France, England—to score major news breaks which viewers have seen either as one-time news "specials" ("Orient in Ferment," "Anatomy of a Crisis: 'The New Congo Nation' and 'Africa Marching'"), or as part of WBBM-TV's regular day-in, day-out news coverage.

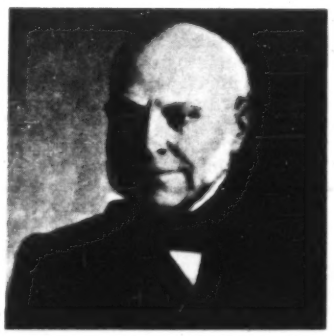
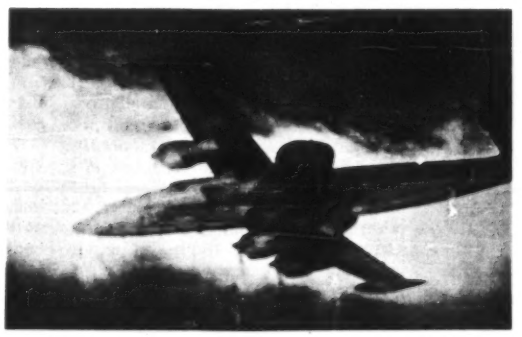
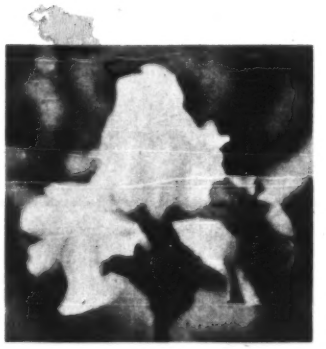
Clearly, Television 2 Chicago goes to great lengths to bring the world closer to home. Which is one reason why WBBM-TV's clear-cut leadership goes on and on...why Nielsen has reported WBBM-TV the number one television station in Chicago for the past 66 consecutive reports! **WBBM-TV** CBS Owned, Television 2 Chicago

IN LIFE'S 25th YEAR



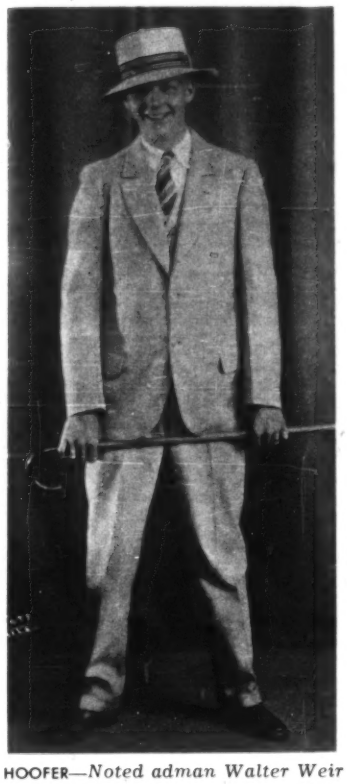
Latin America Today: A Series ● *The Unseen Russia: More Picture Stories in Color* ● *What Attracts Men to Women* ● *The Civil War: LIFE's Great New Series, Starting in January* ● *The Astronauts: Their Exclusive, First-Person Stories* ● *Literary Africa* ● *The Seven Deadly Sins* ●

Twenty-four years have passed since LIFE's editors first offered Americans a magazine that would help them "to see life... to see the world... to eye-witness great events...to see and take pleasure in seeing...to see and be amazed...to see and be instructed." That was the promise then, and that is the promise now, as LIFE begins its 25th Anniversary Year of publishing. Today, as always, some of the best things in issues of LIFE to come in 1961 are unpredictable. But we think you will find our more-or-less predictable stories (some of which are listed below) both informative and entertaining, rewarding as well as relaxing reading. And all across the country, week after week, some 32 million readers will be responding to the superb photographs, the magnificent paintings and the eloquent articles that made LIFE in 1936, and are making LIFE in 1961, the most vivid chronicler of our time.

New Conquests in Space ● *Great Salt Water Fishermen* ● *Previews of Hollywood's Newest and Best* ● *The Adams Family: A New Kind of U.S. History* ● *Air Safety* ● *LIFE's Garden News* ● *Cancer Surgeon* ● *Homework: Family Ordeal* ● *Love in Japan* ● *Great U.S. Auto Tours*

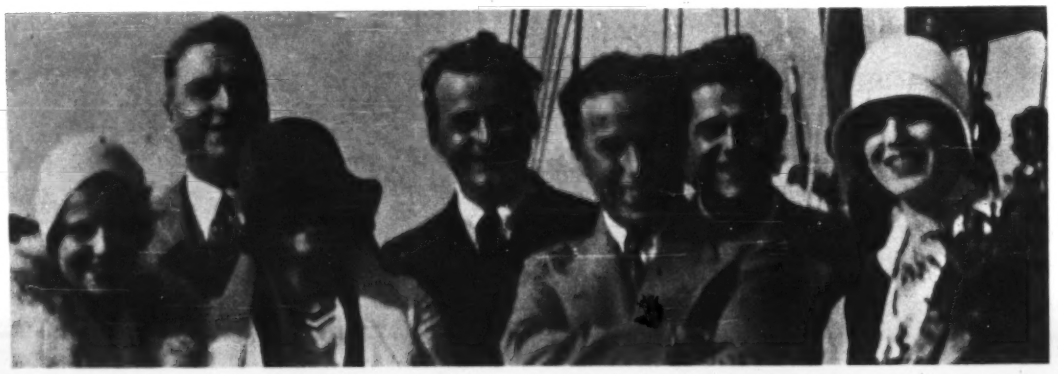
ACTING, WRITING, HI-JINKS—*Adman Steve Miranda was Hollywood actor-writer-press agent when these pictures (above, below) were taken at christening party on his boat, "Nomad," in 1928. Left: Charlie Chaplin "crowns" host with cap, belaying pin. Right: Kay Francis, aloft; starlet Doris Hill; Mr. Miranda.*



HOOFER—*Noted adman Walter Weir was 17 when this was snapped in his days as vaudeville hoofer.*

SAX, TOO—*Youth of many talents, adman Weir was 15 as shown here.*

ANNOUNCER—*Dan Seymour, vp of J. Walter Thompson, was radio announcer, m.c., shown in 1950.*



SHOW BIZ MEMORIES—*Only a memory now for adman Miranda is this picture, taken at the same party (l. to r.): Star Sue Carol, top comedy writer Tom Miranda (Steve's father), Belle Bennett, Miranda, Chaplin, unidentified man and Georgia Hale, a Chaplin leading lady.*

"STICK CONDUCTOR"—*Agency president Walter Guild of Guild, Bascom & Bonfigli toured at age 15 as violinist with string quintet—later became musical comedy orchestra leader, night club m.c.*

'It Helps You Keep People Awake' ...

Ex-Showmen Bust Out All Over in Ad World

Admen Who Were in Show Business Say It's Good Training

By Merle Kingman

CHICAGO, Dec. 21—People who once were in show business are a small minority in the advertising business, but they pepper it from New York to Hollywood—and the seasoning they provide must surely have improved the flavor.

Their colorful backgrounds range from that of New York promotion and sales executive Jack Law, who as a child played in movieland's "Our Gang" comedies, to the checkered career of agency man M. S. (Steve) Miranda, who wrote Mack Sennett comedies, played Hollywood bit roles and once managed to have his sailboat christened by Charlie Chaplin and Kay Francis.

In the agency business alone are such men as Walter Weir, chairman of the executive committee of Donahue & Coe, who in his youth was a hoofer in vaudeville; Walter Guild, president of Guild, Bascom & Bonfigli, who in his early years was a night club emcee and a musical comedy orchestra conductor; R. M. Ganger, board chairman of D'Arcy Advertising Co.; and Wayne Tiss, vp and manager of the Hollywood office of Batten, Barton, Durstine & Osborn, both of whom had dance bands in college days.

Walter Guild

Walter Weir

■ In general, admen who once were in show business have two things in common—a touch of nostalgia about those bygone days and, usually, a conviction that there's no business like show business as a background for a career in advertising (or almost anything else, some will tell you).

They are nearly unanimous in having found the experience helpful in advertising, and some say that employers, both in advertising and in business generally, are missing a bet by not recognizing that an ex-showman is something special. Here are some typical comments:

• Jack Law, who long after his childhood stint in "Our Gang" comedies worked as a theatrical booking agent, became sales promotion manager of Sylvania Home Electronics in 1957 and today is its sales manager, national accounts:

"Show business teaches you how to handle people. It's a schooling you don't get anywhere else. And most business organizations don't realize how valuable this is to them. I firmly believe that anyone who has survived in show business can do anything."

• Bob Barron, onetime Broadway juvenile player now a tv-producer at N. W. Ayer, New York:

"In show business you learn a lot more than you can get credit for on a resume. You learn what's good theatrically, what moves people—it becomes an instinct."

• Walter Guild, who heads one of advertising's well-known "creative" agencies and who, even before his days as night club emcee, was a violinist with a quintet (at age 15):

"I have always contended that anybody who can even make a living in show business without extraordinary talent could become a better than fair success in practically anything."

• Walter Weir, among the most noted of creative admen, who, in addition to having been a vaudeville hoofer, played the sax and can pick out a tune on the piano:

"Show business helps in developing a sense of the dramatic, which is very useful in advertising—it helps you to keep people awake, and it is invaluable in tv."

• William D. Sarnoff, former "saloon comic" (trade term for night club comedian), now advertising manager of Chicago Printed String Co.:

"Working as an entertainer gives you background in attracting attention, maintaining interest and building a sort of empathy. Empathy? I mean making your audience be 'with' you, following word for word everything you say. Anyone who can do these things has the makings of an advertising man."

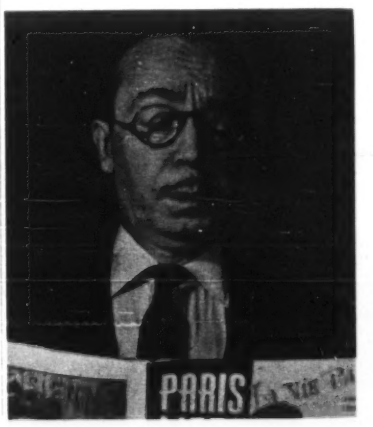
• Jim Parsons, stock theater and tent show veteran actor of the '30s who wrote the Nick Carter detective show in radio for eight years and now is a senior copywriter at N. W. Ayer, Philadelphia:

"Acting is partly a way of saying things naturally. It can lead to writing things naturally, too. The tendency in writing is to get stiff and formal—which an actor learns to overcome. A director and actor can find a way to say things better. So, you see, the stage is a tremendously valuable experience for an advertising man."

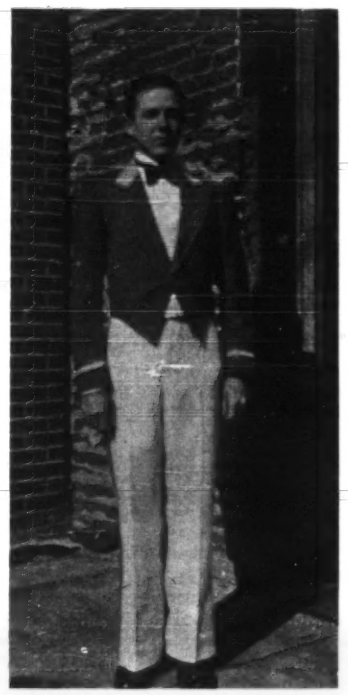
■ The reasons given why show business experience is valuable in advertising were as varied as the experience of ex-show business people themselves. ADVERTISING AGE talked to a score or more of advertising's ex-showmen and each had filled one or more of the following jobs: Stage actor, movie actor, movie comedy writer, comedian, magician, barker, radio announcer, vaudeville hoofer, night club emcee, dance band musician and theatrical agent.

Almost to a man, there seems to be something about these people—human warmth, an easy manner—that bears out what they keep telling you about show business.

■ Perhaps that was what was meant by ex-magician and stock actor Greg Rouleau, now adver-



COMIC—*Ad manager Bill Sarnoff was saloon comic in his show business days in 1940s.*



BARKER—*Years have passed since adman Bill Weimer was theater barker, shown here at stage door.*

tising and merchandising manager of retail operations of W. A. Sheaffer Pen Co., Fort Madison, Ia., who said: "When you are doing a show, you need a feel for people. You have to make people like you, and even want to come back to see you again."

You might suppose that flamboyant showmanship would be the big thing that an ex-showman carries with him into advertising, but Mr. Rouleau feels that believability is the thing. "Whatever you do in show business," he said, "you have to be believable." Perhaps that's understandable, for a magician.

A current Sheaffer campaign in *Time* reflects the Rouleau philosophy. The third-page ads have no headline, only a handwritten statement over the signature of a well-known person. "We don't shout," Mr. Rouleau said, "we just try to be believable. These are testimonials, but you can believe the person said it." A recent example is a statement signed by David Susskind: "When only the right words will do, only a fountain pen will do." Beside it is a b&w photograph of a Sheaffer fountain pen. A second color is used only to stimulate the blue ink of a fountain pen in the handwritten statement. Several lines in small type give product benefits and price. BBDO, Chicago, is the agency.

■ Mr. Rouleau, who started playing in stock and repertory theater in Michigan and Ohio in 1932, turned magician in 1936 when Percy Abbot, an English magician, saw Mr. Rouleau on the stage and decided to use him to test a pet theory: That you can make a successful magician out of any good actor. The theory worked, as the two men put together a magic show which made many appearances in the Midwest.

Later Mr. Rouleau got into radio, served in the Navy in World War II as a radar operator and later with an entertainment unit at Pearl Harbor where he co-produced and played in a variety show, "Nautical Nonsense," which played there and on Midway and other islands. After the war, Mr. Rouleau returned to radio, joined several partners in buying KXGI in Fort Madison, Ia., in 1950, sold it in 1955, and joined Sheaffer, where he has remained.

■ Another veteran actor, copywriter Jim Parsons of Ayer said that he was virtually born in the theater—his father was manager of a stock company. Greg Rouleau is an old friend. "Greg and I played together in stock," he recalled. "Greg was a leading man, and I played comedy roles. He got me my first job in radio, as an announcer at WHLB in Virginia, Minn., in the early '40s.

"The old tent shows in which I spent a lot of time are almost extinct today. We toured midwestern towns, usually playing for a week before moving on. I played a sax in the band, too—in that type of show business, anyone could get $5 more a week if he was a musician as well as actor."

Only a few ever tried to make Broadway or Hollywood, Mr. Parsons said, "because tent shows were a way of life, seldom a stepping stone." But among those who did move on he cited John Carradine, Warner Baxter, Jennifer Jones and Jack Sterling of CBS Radio.

Mr. Parsons continued acting until he was 35—he's now 49—went into radio where he has been announcer, writer, producer and station owner and ultimately became a copywriter. "I write for both print and tv," he said. "In tv writing, staging is all-important. When I write for tv, I write as an actor, rather than a writer." His assignments have included Johnson & Johnson baby products, Breck hair preparations, Sergeant's dog products, AT&T and Ohio Oil Co.

ADMAN-TO-BE IN TENT SHOW—*Jim Parsons, now a senior copywriter at N. W. Ayer, was only 28 and a tent show actor when this picture was taken of touring Madge Kinsey troupe in Ohio in 1939. He is at extreme right, kneeling next to his pretty wife; both played leads at that time, although Mr. Parsons later specialized in comedy and character roles. Later, the group was written up in Collier's.*

■ Walter Guild, who began with a dance band and vaudeville orchestras, later graduated to musical comedy stock in Atlantic City,

Greg Rouleau Jim Parsons

Philadelphia and other eastern cities, moving up from violin conductor to "stick" conductor and composing special music and lyrics for specialty acts.

After a depression stint as a speakeasy piano player in New York's East Side, where he played for audiences "in various states of acute alcoholism," he found himself writing so much special material, songs, jokes, etc., that he drifted into work as an emcee. On the side, he took a job as musical director for the "Myrt and Marge" radio team.

"The highlight of my radio career," Mr. Guild recalled, "was the point at which I was hired as master of ceremonies to replace another emcee whom the management considered untalented. The emcee was named Art Linkletter."

From here it was a short step to a parttime job as radio director of an advertising agency. "Since that time the parttime job has turned into a fulltime job," said Mr. Guild. "I am not sorry this happened."

■ Does show business help an adman?

"Show business teaches resourcefulness and understanding of people, and develops inexhaustible patience," Mr. Guild commented. "No impatient person will stay in show business for very long for the simple reason that most show business people exist on hope, and very little else. I believe the development of a sense of timing, an appreciation of music and the knack of speaking on one's feet are assets to the advertising man and are sometimes cultivated during show business experience."

But is show business the best stepping stone to advertising? Says this ex-showman:

"In general, I would hazard the opinion that show business would be quite far down the list of preferred backgrounds for an advertising career . . . certainly very far behind a first-class education or broad business experience."

■ Sylvester L. (Pat) Weaver, chairman and general manager of McCann-Erickson Corp. (Interna-

Those Were the Days—Adman's Discount Was 50% on Tent Show 'Commercials'

PHILADELPHIA, Dec. 21—At least one adman remembers an advertising medium that is almost extinct today but was a thriving enterprise in the '20s and '30s.

He is Jim Parsons, who toured the Midwest as a tent show actor for many years and now is copywriter for N. W. Ayer. The medium is tent show advertising, a cousin of screen advertising in movie theaters.

■ "Tent shows were a popular entertainment in small towns in those days," he recalled. "Tent shows would stay in one town for a week, putting on a different play every night, and when we would hit town, someone early on Monday morning would usually make the rounds of all local merchants, selling them advertising.

"Tent shows didn't use printed programs, so the ads were painted on banners which were hung around the stage proscenium. Just before the show started, someone —usually the manager—would step before the curtain and call attention to each banner, with an ad lib announcement something like a radio or tv commercial.

"The person who sold the ads might or might not be enough of a sign painter to make the banners himself. In any case, he usually got 50% of the revenue and the show manager got the rest.

■ "Ads sold from $2 to $20 each —not many twenties, but it all counted up."

The medium, he said, supplemented revenue from ticket sales at 35¢ or 50¢ each (to audiences predominantly of farmers) and popcorn and candy sales—and helped pay the actors' salaries ranging from $12 to $25 a week. The biggest tent shows seated almost 2,000 people. #

THE MANY FACES OF ADMAN JIM PARSONS—*Copywriter Jim Parsons estimates he has played 300 roles in tent show productions, including "Abie's Irish Rose" and "Skidding" (later made into the first Andy Hardy movie) and oldtimers like "East Lynn" and "Ten Nights in a Barroom." These six shots of him show his versatility.*

ON BROADWAY—*Walter Craig of Norman, Craig & Kummel was a Broadway song and dance man in the '20s, shown here as the juvenile lead with star Ada Mae in the musical, "Lollipops," in 1925. After major roles in "Greenwich Village Follies" (1922-24), "Oh, Oh, Nurse," "Hello, Daddy," and many others, the depression hit, he went into radio and thence to the agency business.*

tional), is another agency management executive with show business experience—his show business years were in radio, as gag writer, announcer, emcee and producer-writer.

As you might expect, it's the broadcasting side of the agency business that has the lion's share of ex-showmen. Among them are:

Roger Pryor, vp and national director of broadcast production of Foote, Cone & Belding, a former Hollywood star ("The Front Page," "Blessed Event," "Saturday's Children") and director who is still big in the late, late movies; William Craig, vp of programming at Grey Advertising, another handsome ex-actor; Walter Craig, vp and broadcast operations executive of Norman, Craig & Kummel, onetime song-and-dance man who played lead roles in the '20s, and Mort Werner, vp and director of Young & Rubicam's radio-tv department, who once played the piano on his own radio show, wherein listeners were encouraged to request tunes that might stump him ("Ask for any tune and we'll play it" sort of thing).

■ And not only the agency world, but the ranks of the advertising managers also have their share of ex-showmen.

Bill Sarnoff finds his work as advertising manager of Chicago Printed String Co. "a lot easier" than his hectic years as a saloon comic, but he wouldn't trade those

Walter Craig

Roger Pryor

Bill Sarnoff

Steve Miranda

years for anything. For the uninitiated, he defines "saloon" in show business terms as "any place you can get a glass of beer, or anything stronger," and "houses" as theaters. He has played saloons in Chicago and Los Angeles and houses such as the Oriental theater in Chicago and (with a USO troupe in the Navy, 1944-46) the Ernie Pyle theater in Tokyo and the Rialto in Liverpool.

■ "More than anything else," he observed, "show business gives you confidence, in a way that the business world seldom parallels. It's not uncommon for an advertising man to find himself going into a board of directors or a committee meeting to put across a program. For plenty of good men, this can cause butterflies in the stomach.

"But an ex-showman can go in and get nailed to the wall, and come out smiling. If he has spent a few years handling audiences large and small, including drunks and hecklers, he can come out of a meeting less scarred. The board can tear his program to shreds, and he is more likely to grasp at the slightest straw, go out and rebuild a whole new program around that straw and come back again.

"And getting up before a sales convention should be his meat.

"I think that show business also fosters a certain mental agility. On the stage a fellow has to think and act quickly, or he's dead."

■ One of advertising's ex-showmen who has banged around Hollywood for many years is Steve Miranda, who until earlier this year was director of pr and advertising for Dresser Industries and who in recent months has been with Glenn Advertising, Dallas. Mr. Miranda, armed only with amateur theatrical experience, landed a job as understudy to actor Cullen Landis in the movie, "Upstairs," in 1921 and soon thereafter played a small role in "Resurrection," a movie based on a Tolstoy novel.

Later, after several years as a Hollywood press agent, he tried his hand at screen writing, and wrote a successful series of commedies for the Mack Sennett Studio, starring Carole Lombard.

"There's no training in the world like writing for pictures," he commented. "In movies, you had to think pictures or you were dead—words meant nothing. You had to visualize. This way of thinking is a big help in planning or creating advertising. I sometimes feel I hardly need to see a proof of the finished ad."

About this time (1928) Mr. Miranda and a friend, Dan Blum, acquired a boat—a 50′ ketch named the "Nomad"—in which they decided to sail around the world. Highlight of the christening ceremony was the appearance of Charlie Chaplin ("I had to practically beg him to come") and assorted pretty young stars such as Kay Francis, for whom Mr. Miranda had been press agent at Warner, and Sue Carol. After numerous mishaps (the "Nomad" once capsized and sank near Seattle and later was raised and refitted), Mr. Miranda gave up the world trip idea. But yachting is still his favorite hobby.

■ Another advertising exile from show business is Wayne Tiss, a vp who this month switched from Chicago manager to Hollywood manager of BBDO, and who played the trumpet in a dance band in 1919 and 1920 and ultimately chalked up 18 years working in radio and tv with BBDO.

"The band experience has always helped me in radio and tv work," he commented. "You do a lot of work with orchestras, and it helps you 'speak the language'."

As an undergraduate at the University of Illinois, Tiss and some fellow students, many of whom played in the school band, organized a dance band which played many engagements and finally attracted the notice of a top agent who offered a contract.

"We stayed up all night trying to decide whether to sign. We finally turned it down. We decided to stick with our studies; one was a medical student—we all had different plans."

Has he ever regretted it?

"I don't know. Oh, of course I'm glad I got into the agency business. But we had a darned good band. At that time we might have been better than Fred Waring, who was just getting started—but I doubt it."

■ The advertising ranks probably can claim a good many musicians, but a rarity is the show business experience of William K. Weimer, director of advertising and pr of Rockwell Mfg. Co., who once was a barker for a movie theater on Times Square.

"The movie barker of the '30s is just about non-existent today, but in those times it was a good job, into which I was proud to be promoted," Mr. Weimer recalled. "You had to be a glib guy—glib enough to ad lib, although you rehearsed, too. The essence of the pitch was, 'Come right in and see the most sensational show on earth'."

Most spectacular promotion that Mr. Weimer recalls on that job, was a stunt to ballyhoo a Boris Karloff movie, "The Mummie." A fake mummy in a coffin was installed in front of the theater, and the mummy was billed as able to answer any questions from passers-by on subjects ranging from

RADIO, NIGHT CLUB M. C.—*In the '30s Walter Guild went from night club m.c. to radio m.c. and musical director—and later into agency business.*

advice to the lovelorn to forecasts of the future, drawing on the mummy's "wisdom of 3,000 years of experience." When someone in the crowd asked a question, a phrenologist concealed behind the mummy with a two-way sound system gave an answer.

"I was a stand-in for the phrenologist, who trained me to relieve her at intervals to rest her voice," Mr. Weimer remembered. "She taught me stock answers to 30 stock questions. She became ill, and I relieved her for the remainder of the run—more than a week. Amazingly, no one ever asked a question that wasn't on the list of 30.

■ "I learned a lot from that stunt. It always drew a crowd, which had great fun with it—and it was a complete flop. It taught me that the stunt always has to be related to the product. In this case, the stunt had no real relationship with the show, and it drew people to itself with great success but didn't draw them in to see the show."

In 1936 Mr. Weimer was press agent and manager of the Road Show for Miss America. In that job he once had Miss America pose in a bathing suit for a noted sculptor. "When the sculpture was exhibited, it turned out to be a nude, and Miss America threatened to sue—a putup job, of course, but it made *Life*." By year's end, he went to Rockwell and has been there ever since. Has the show business experience helped him?

"Yes, it gives you tremendous insight into what makes people react. But industrial advertising is much less flamboyant. I very early had to break myself of the 'supercolossal' habit."

ACTRESS—*Gwynn Meden, now administrative director, Zakin Co., New York, was actress in early 1950s. She played Ann in Off-Broadway production of "All My Sons" in 1956 and played engenue leads in New York stock productions in 1952-'53.*

■ Another ex-showman who feels he has had to curb some of the things he learned in show business is tv producer Bob Barron of Ayer, who played juvenile roles on Broadway and in radio.

"Although show business gives you an instinct for what's good theatrically, you sometimes have to fight that instinct in advertising," he said. "Every commercial should have some entertainment value. But you have to draw the line when the entertainment encroaches on the sales message."

Among his acting roles, Mr. Barron played the 15-year-old grandson of Fredric March in "The American Way," which ran on Broadway in 1938-39, and was an understudy in "Watch on the Rhine" in 1940-41.

■ He is one of several admen who were juvenile actors. In addition to Jack Law of Sylvania, who played in "Our Gang" comedies, and Jim Parsons, who played juveniles in tent theater, there is Kingsley Colton, assistant to the manager, tv department, Young & Rubicam, who was a big name among radio juveniles in the late '30s and early '40s.

Wm. Weimer

Wayne Tiss

Messrs. Barron and Colton both got an early start in radio playing in the CBS kiddie show, "Let's Pretend," where, Mr. Colton re-

MAGICIAN — *Greg Rouleau, now ad manager, Sheaffer Pen, switched from actor to magician in late '30s.*

MOVIE JUVENILE—*Bob Barron, now with N. W. Ayer, was a youngster (at left) in early Vitaphone Warner Bros. movie, "Muddy Waters."*

calls, the pay rate for children was $3.50 for a half-hour show. Mr. Colton went on to such shows as "Cavalcade of America," "Campbell Playhouse" and various soap operas, including the General Foods-sponsored "My Son and I," in which he got co-star billing in the title role. He also played with Orson Welles in Mercury Theater productions. What does he think of Welles?

"He is sensational to work with, a very bright guy and a tremendous talent in writing, production and acting. He's also a nice guy. I remember one time when I showed up for a rehearsal ill and feeling miserable. I was then 14. I played a small boy in about the fourth act. He knew I felt lousy and so he kept some adult stars waiting while we went through my act first. Then he told me, 'Now go home and die'."

As teen-ager Colton advanced in years, his voice changed, he dropped out of acting, went on to college and thence into the agency business. He is almost unique in that he doesn't find that his acting background has helped him particularly in advertising—beyond giving him confidence in working in the broadcast side of agency work. "But," he added, "they were great years and a very pleasant experience."

■ One who has found show business experience helpful is Lew Sanders, who has his own agency in Chicago and who as a student at the University of Illinois had a dance band ("It practically put me through school") and later played the violin and guitar "off and on" with such orchestras as Phil Harris', Al Donahue's and Husk O'Hare's. He usually wrote skits and "bits of business" for the orchestras he played with.

"Show business develops in you a flair for the spectacular and, probably even more important, it gives you the confidence to come up with a wild idea and stick your neck out for it, no matter how fantastic it and you may appear. Nine-tenths of everyone's ideas get thrown out, anyway—and sometimes the most outlandish idea turns out to be pure gold. A showman learns that if a wild idea strikes him as good, it will strike a lot of other people that way, too."

■ The reasons are varied why today's ex-showmen-turned-admen wandered into the advertising business. Jack Law, after many years as a theatrical booking agent, said he quit because "I reached the point where I thought I would never again have an original thought."

But a common factor is that many of these people were in show business during the Depression and they found that field to be a lean one—and advertising (or some stepping stone to it) to be more lucrative. Asked how making a living in advertising compares with making one in show business, agency man Sanders chuckled, then summed it up nicely:

"Today I'm making a living. In those days, I wasn't." #

Got an Old Picture?

Undoubtedly, AA editors missed a few of you ex-showmen. So if you are an adman who once was in show business, and you have an old picture of yourself in those earlier years, please send it to us—we'll publish it. And of course, we will return it to your family album.

Choate Joins Culver

Malcolm C. Choate has joined Culver Advertising, Boston, as director of media and research. He formerly was media and research director of Cory Snow Inc., Boston. Cory Snow has no connection with Walter B. Snow & Staff, which will merge with Culver Jan. 1.

Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

UPDATED FACTS about

THE IOWA-ILLINOIS TERRITORY -- TO HELP MARKETING STRATEGISTS

Final census figures show Quad-Cities population at 270,058 (Scott County Iowa and Rock Island County Illinois); among the first 100 markets as ranked by Sales Management.

Quad-Cities is third largest metropolitan area in Iowa-Illinois.

Quad-Cities is third in total effective buying income in Iowa-Illinois.

Home office and 7½ acre warehouse of Eagle Food Centers serve 35 Eagle stores in Iowa-Illinois from the Quad-Cities. Regional warehouse of National Food serves 45 National Stores from the Quad-Cities.

This is the 57th industrial market in the U.S.; No. 2 in Iowa-Illinois. Total labor force 100,000.

Insulated from other midwest metropolitan areas by many miles of grade A Farmlands, the Quad-Cities offers advertisers several exclusive advantages as a test market. (Details on request).

Build your 1961 marketing plans on updated facts. The Quad-Cities rate highly.

DAVENPORT, IOWA
ROCK ISLAND, ILLINOIS
MOLINE, ILLINOIS
EAST MOLINE, ILLINOIS

OVER ¼ MILLION PEOPLE QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

ADVERTISEMENT

DIVERSIFIED INDUSTRIES help make, and keep Vermont a Sweet Market. This easy, economical way to sell the state is with just one order, one bill, one buy—the VERMONT ALLIED DAILIES, a 6-newspaper group that blankets the area where 93.9% of the state's $570 million* buying power originates.

For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

MONARCH OF

The San Francisco EXAM

Now greater

FIRST IN TOTAL DAILY CIRCULATION

281,799

and in the City of San Francisco leads the Chronicle by

28,529

Sources: Circulation figures from Publisher's statement for the six month period ending Sept. 30, 1960, as filed with the Audit Bureau of Circulations and subject to audit. Advertising linage is total paid advertising as measured by Media Records for first 11 months of 1960. Does not include American Weekly Magazine or Comic Weekly.

THE DAILIES

INER

than ever before!

FIRST TOTAL SUNDAY CIRCULATION

454,487

FIRST TOTAL SUNDAY ADVERTISING

9,916,068
LINES

FIRST Total Daily Paid ADVERTISING

22,417,538
LINES

FIRST IN CLASSIFIED ADVERTISING

12,546,075
LINES

FIRST IN NEWS COVERAGE IN NORTHERN CALIFORNIA—
SAN FRANCISCO'S MOST COMPLETE NEWSPAPER

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

NEW SYMBOL—*International Minerals & Chemical Corp., Skokie, Ill., is running a series of ads in Fortune to promote its new double hexagonal symbol, featuring the company initials and the "tree of life" inside the two hexagons. This ad in the January issue tells of IMC's part in fertilizer production. Lawrence O. Holmberg Co., Chicago, is agency for the corporate campaign. Old company symbol is shown above the color page ad.*

Continental Coffee to Baker

Continental Coffee Co., Chicago, has appointed Herbert Baker Advertising, Chicago, to handle its advertising. Western Advertising Agency, Chicago, is the previous agency of record.

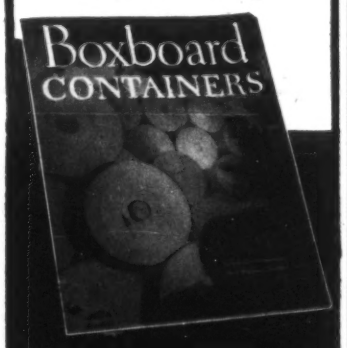
Schneider Adds 2 Accounts

Plantation Land Co., Houston, and Pelican States Hotels Corp., New Orleans, have appointed Joseph P. Schneider Inc., New York, to handle their advertising.

Read-Poland Boosts Austin

Read-Poland, Fort Worth, has appointed Patricia Ann Austin an account executive. Miss Austin was formerly art director and production manager.

Are you overlooking a $3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

Gunite Names Zimmer

Gunite Foundries Corp., Rockford, Ill., manufacturer of cast steel wheels and Gunite iron drums for heavy duty trucks, trailers and buses, has appointed Zimmer, Keller & Calvert, Detroit, to handle its advertising.

Calco Names Kreicker

Calco Mfg. Co., Addison, Ill., has appointed Kreicker & Meloan, Chicago, to handle its advertising. Calco manufactures precision components for military and commercial aircraft and the missile field.

Preiss & Brown Adds One

Country Estates Associates, new company in the field of real estate investment syndication, has appointed Preiss & Brown Advertising, New York, for financial and real estate advertising.

MGN Enterprises to Earp

MGN Enterprises, Wisconsin Dells, has appointed Sam Earp & Associates, Minneapolis, to handle its advertising. The first enterprise is Biblical Gardens, currently under construction in the Dells area.

Stamats Boosts Hansen

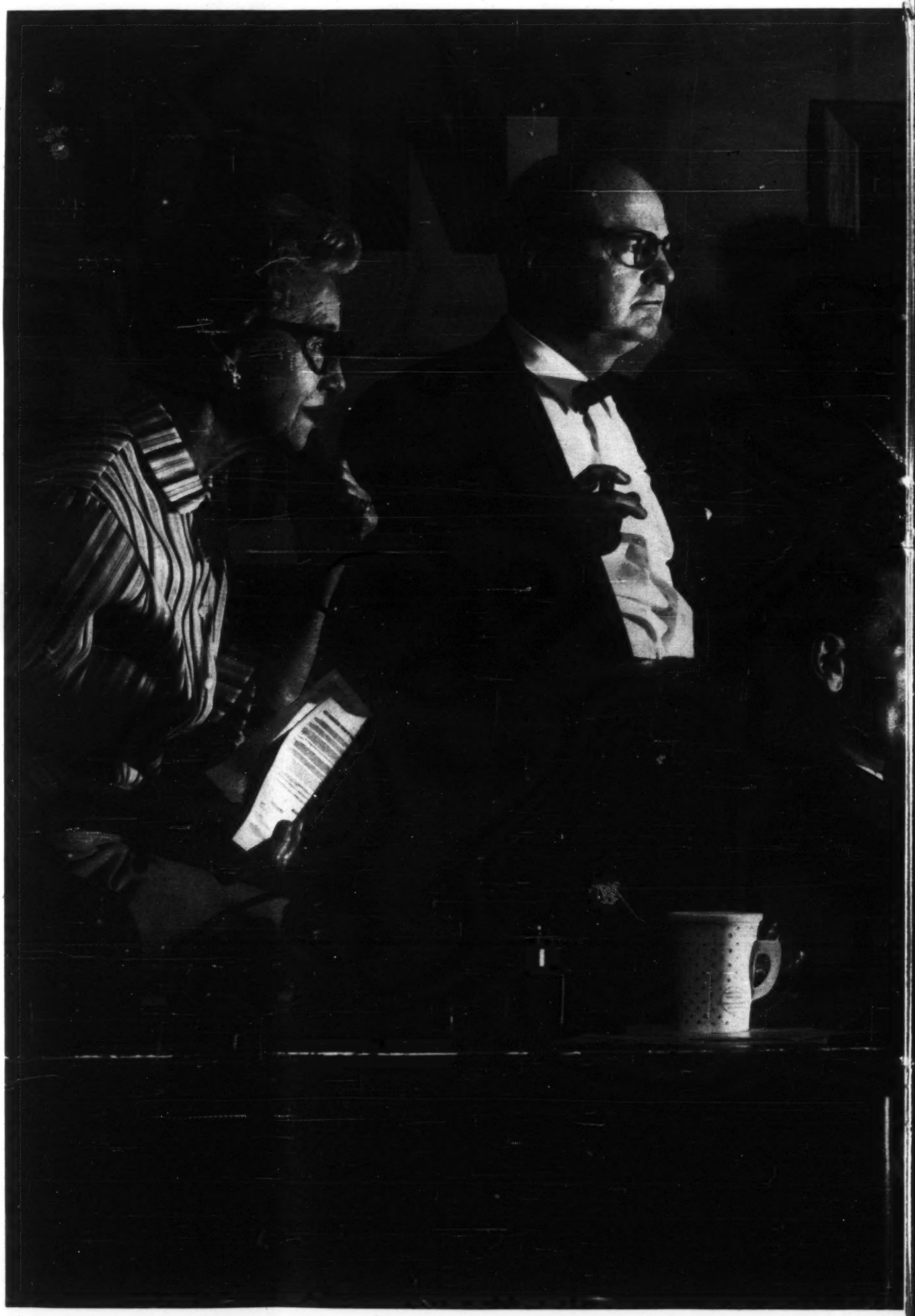
Stamats Publishing Co., Cedar Rapids, Ia., has appointed Donald W. Hansen vp of business publications. Mr. Hansen, editor and manager of *Buildings*, joined the company in 1953.

Grimshaw Joins Burroughs

William F. Grimshaw has been named director of publicity and promotion for the equipment and systems marketing division of Burroughs Corp., Detroit. He formerly was manager of public relations of Fred M. Randall Co.

Petite Perfumes to Bentley

Petite Perfumes, Chicago, manufacturer of ladies' toiletries, has appointed Bentley, Barnes & Lynn, Chicago, its first agency.



Sattler's 'Sponsors' Show

Sattler's department store, Buffalo, is sponsoring the broadcast of "Open End" discussion shows over WNED-TV, the community-owned educational channel, without commercials. The only credit the store receives is a statement at the beginning and end of the show that the program is being presented with the aid of a public service grant from Sattler's. Commercial announcements are prohibited by law on the station.

Prospects, Not Audience, Are TV Key: Sindlinger

PHILADELPHIA, Dec. 21—Advertisers are becoming more interested in the way their tv and radio programs sell their products than in the ratings they get, Albert E. Sindlinger, president of Sindlinger & Co., told the Tv & Radio Advertising Club.

"Now that it is recognized that we are in a recession, it's the number of people who are in the market for the product that is important to the advertiser. It doesn't make much sense for an advertiser who sells a high-priced product to have a highly-rated show directed to low-income groups, and vice versa," he said.

The rating concept can destroy the advertising medium because today's version of a high rating means "more of the same" and more of the same can only lead to mediocrity, he warned.

■ The choice before the tv industry is either to continue to provide entertainment that gets good ratings but does not necessarily sell or to create new program ideas that will get lower ratings but have an audience in tune with the sponsor's product.

"The broadcasting industry must realize that its income stems not from how many people it entertains, but from how well it sells products for advertisers. 'Eyewitness to History' is a low-rated tv program, but it has the right audience characteristics for a sponsor of a certain price class of new automobiles. For the right sponsor, this program is about as good a buy as anything on tv," Mr. Sindlinger said. #

Douglas to Design Planning

Charles G. Douglas Jr. has been appointed vp of Design Planning Associates, Philadelphia, a company specializing in store planning, package and trademark design. Mr. Douglas was formerly a vp of Lewis & Gilman, Philadelphia.

Miller Joins Fleer

Calvin R. Miller has joined Frank H. Fleer Corp., Philadelphia, manufacturer of Dubble Bubble gum, as promotion manager. Mr. Miller was previously with Knomark Inc., Brooklyn, as sales manager for Esquire shoe polish.

The Longest Night of the Year

This was headquarters on judgment day. More than 68,000,000 Americans had taken part in the nation's largest and most important audience participation program. The returns were just starting to come in.

Nowhere had participation been more spirited than here in Central Ohio where WBNS-TV was born and raised. The record-high voter turn-out was a climax to the record interest in our coverage of the primaries, conventions, the four great debates and the major political rallies down to "the last hurrah."

On the issues closest to home, WBNS-TV took a strong editorial position. Through on-the-screen films and narrative, we supported bond issues for metropolitan parks, safer grade crossings, adequate sewage disposal and improved recreation facilities. Our advice did not go unheeded. Proponents of these measures give WBNS-TV credit for a major assist in their overwhelming passage.

This is gratifying proof WBNS-TV can sell good ideas as well as good merchandise to an alert, informed community. This advertising axiom bears repeating: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

Again in 1960 The New York Times Magazine is first in advertising linage among all magazines. That makes it 3 years in a row.

Shouldn't it be at the top of your magazine schedules, too?

December Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
General Farm Publications										
American Agriculturist (sm)	21.2	23.0	361.0	385.2	15,448	16,720	262,752	280,393	13,073	15,009
§Arizona Farmer-Ranchman (bw)	50.2	50.6	678.8	682.8	37,967	38,258	513,149	516,186	36,529	37,107
Arkansas Farmer: (mon)										
#Delta Edition	10.7	9.3	194.5	192.5	8,055	7,049	147,060	145,510	7,629	6,473
#Western Edition	10.5	9.7	175.0	188.9	7,885	7,343	132,266	142,832	7,459	6,767
Average 2 Editions	10.6	9.5	184.7	190.7	7,970	7,196	139,663	144,171	7,544	6,620
†Business Farming (mon)	14.0	17.0	341.4	344.5	6,386	7,623	153,781	155,078	4,430	6,163
§California Farmer: (sm)										
#Central Valley Edition	36.5	—	447.5	—	22,115	—	324,026	—	21,668	—
#Northern & Comb. Ed.	40.4	41.4	497.0	505.4	24,440	23,819	360,624	388,143	23,993	23,343
#Southern Edition	33.9	38.9	427.1	476.0	20,559	22,357	308,815	365,782	19,644	21,881
Average 3 Editions	36.9	40.1	457.2	490.7	22,371	23,088	331,155	376,962	21,768	22,612
Colorado Rancher & Farmer (sm)	22.3	10.3	424.0	401.5	16,906	7,786	320,905	303,822	15,016	6,008
Dakota Farmer (sm)	32.8	23.5	579.2	732.5	25,770	18,472	454,166	574,356	24,386	17,323
Electricity on the Farm (mon)	7.2	9.6	110.4	113.1	2,485	3,315	38,075	39,042	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	25.1	27.8	377.8	404.7	10,787	11,928	162,096	173,597	9,376	10,507
#Southwestern Edition	24.0	29.4	389.4	414.6	10,283	12,623	167,031	177,848	8,762	10,912
Average 2 Editions	24.7	28.4	382.4	408.5	10,590	12,199	164,017	175,255	9,136	10,665
Farm Journal: (mon)										
#Central Edition	63.7	71.1	989.1	1,038.7	27,332	30,491	424,335	445,615	26,143	29,414
#Eastern Edition	61.9	56.7	828.6	919.1	26,544	24,343	355,485	394,283	25,355	23,266
#Southeastern Edition	55.2	50.1	698.9	801.8	23,685	21,484	299,849	343,954	22,496	20,407
#Southwestern Edition	54.7	50.1	708.5	801.8	23,471	21,484	303,925	343,954	22,282	20,407
#Western Edition	62.2	59.7	859.6	977.0	26,688	25,630	368,776	419,112	25,499	24,553
Average 5 Editions	59.5	59.4	817.0	934.1	25,544	25,487	350,474	400,741	24,355	24,410
**Farmer-Stockman: (mon)										
#Oklahoma Edition	16.7	11.4	353.3	356.1	12,689	8,645	258,482	263,200	11,312	6,499
#Texas Edition	14.9	11.2	328.8	300.1	11,331	8,475	250,073	218,544	9,764	6,449
Average 2 Editions	15.8	11.3	341.2	328.1	12,010	8,560	254,278	240,872	10,538	6,474
††Farm Quarterly (q)	—	—	391.9	390.3	—	—	180,957	180,318	179,914	179,856
The Farmer (sm)	49.5	41.8	956.3	1,026.9	38,816	32,773	749,750	805,114	34,551	27,977
Georgia Farmer: (mon)										
#North Edition	5.6	6.4	137.5	117.9	4,284	4,810	104,008	89,130	4,168	4,376
#South Edition	5.3	7.2	160.1	133.1	4,023	5,386	121,061	100,567	3,937	4,952
Average 2 Editions	5.5	6.8	148.8	125.5	4,153	5,098	112,534	94,849	4,053	4,664
#Kansas Farmer (sm)	18.5	15.9	430.6	452.0	14,032	12,101	32,761	343,542	11,892	9,804
Kentucky Farmer (mon)	11.0	17.6	201.4	226.2	8,640	13,788	157,916	185,190	7,481	12,731
Mississippi Farmer: (mon)										
#Delta Edition	7.3	7.4	144.1	102.0	5,542	5,545	109,013	77,125	5,277	5,042
#Eastern Edition	7.9	6.9	124.3	94.4	5,962	5,167	93,956	71,346	5,697	4,664
Average 2 Editions	7.6	7.1	134.2	98.2	5,752	5,356	101,485	74,235	5,487	4,853
#Missouri Ruralist (sm)	14.5	12.8	424.8	463.3	11,005	9,720	322,883	352,108	9,697	8,433
Montana Farmer-Stockman (sm)	39.4	22.0	663.0	665.8	29,785	16,669	501,256	503,361	24,146	11,244
Nebraska Farmer (sm)	44.7	39.4	970.4	1,045.4	33,819	29,769	733,862	791,321	26,721	24,136
New England Homestead (sm)	12.3	14.9	293.5	346.1	8,617	10,134	205,448	242,288	6,967	6,833
New Mexico Farm & Ranch (mon)	9.3	13.3	234.1	187.5	7,042	9,940	180,190	141,722	6,895	9,940
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	24.5	25.5	393.2	424.2	18,537	19,311	297,296	320,837	17,378	17,822
The Oregon Farmer	23.0	22.7	370.0	385.4	17,409	17,174	279,712	291,727	16,223	15,984
The Utah Farmer	25.2	24.3	378.7	419.2	19,044	18,393	286,297	316,911	17,612	15,819
The Washington Farmer	23.3	23.1	389.7	394.0	17,595	17,449	294,743	297,871	16,346	16,227
§Pennsylvania Farmer (sm)	24.7	30.0	471.3	552.3	18,996	23,057	361,967	424,149	16,435	20,007
Prairie Farmer: (sm)										
#Illinois Edition	43.6	41.4	1,083.4	1,149.0	31,790	30,125	788,717	836,469	25,252	23,093
#Indiana Edition	39.5	40.8	1,034.3	1,098.7	28,708	29,673	753,007	799,888	22,170	22,641
Average 2 Editions	41.5	41.1	1,058.8	1,123.9	30,249	29,899	770,862	818,182	23,711	22,867
Progressive Farmer: (mon)										
#Carolina-Va. Edition	40.8	51.6	813.6	856.5	27,733	35,056	553,269	582,394	26,103	33,303
#Ga.-Ala.-Fla. Edition	41.3	49.6	819.2	851.6	28,078	33,744	557,060	579,060	26,463	31,699
#Ky.-Tenn.-W. Va. Ed.	36.9	50.2	768.7	808.0	25,114	34,150	522,705	549,409	23,713	32,710
#Miss.-Ark.-La. Edition	37.4	45.8	761.5	813.5	25,412	31,114	517,815	553,183	23,907	29,511
#Texas Edition	37.9	44.6	786.1	839.9	25,840	30,360	534,574	571,124	24,119	28,255
Average 5 Editions	38.9	48.4	789.8	833.9	26,435	32,885	537,084	567,036	24,861	31,096
‡§Rural New-Yorker: (mon)										
New York-New England Edition	15.7	23.3	218.8	310.9	12,004	17,778	167,042	241,197	10,484	14,840
Penn-Jersey Farming Edition	14.7	21.5	207.2	276.5	11,243	16,445	157,922	212,270	9,723	13,507
*Southern Planter: (mon)										
#N. Car., S. Car., Ga. Ed.	6.9	—	214.6	—	4,859	—	150,220	—	4,458	—
#Va., W. Va., Md., Del. Ed.	9.3	13.9	254.3	221.7	6,518	9,700	178,128	155,120	6,117	8,973
Average 2 Editions	8.1	—	234.5	—	5,689	—	164,174	—	5,288	—
Successful Farming (mon)	40.4	48.8	811.9	911.1	18,159	21,980	365,374	409,988	17,566	21,422
Tennessee Farmer & Homemaker (mon)	6.7	10.2	142.2	168.5	4,974	8,010	111,202	132,144	4,296	7,115
Wallaces' Farmer (sm)	43.7	43.9	1,038.3	1,180.1	34,265	34,395	813,980	925,183	28,376	29,079
Weekly Star Farmer: (w)										
#Kansas Edition	12.4	10.6	163.7	183.7	30,486	26,070	403,215	452,592	15,764	14,333
#Missouri Edition	13.7	12.1	172.5	200.6	33,705	29,931	425,011	494,350	16,870	16,085
#Okla.-Ark. Edition	10.8	9.3	140.6	161.8	26,546	23,003	346,398	398,674	14,280	13,188
Average 3 Editions	12.3	10.7	158.9	182.0	30,246	26,335	391,541	448,539	15,838	14,535
Western Crops & Farm Management (mon)	11.9	13.3	254.7	225.4	5,112	5,713	109,306	97,262	5,112	5,713
Western Farm Life: (sm)										
#Regular Edition	9.4	12.5	212.8	248.4	7,403	9,841	166,849	194,768	5,526	6,665
#Eastern Edition	12.5	15.2	270.1	329.9	9,765	11,935	211,769	258,684	7,888	8,759
Average 2 Editions	10.9	13.9	241.5	289.1	8,584	10,888	189,309	226,726	6,707	7,712
Wisconsin Agriculturist & Farmer (sm)	27.8	28.3	689.7	817.5	21,780	22,514	543,766	637,296	21,382	22,160
Wyoming Stockman-Farmer (mon)	33.7	30.5	523.1	489.2	26,390	23,898	403,288	377,044	22,074	19,975
Total Group	653.4	643.6	12,927.4	14,170.8	480,200	447,402	9,525,645	9,971,528	579,904	556,580

#Not included in totals. §Not included in totals because December figures were unavailable as this issue went to press. November figures are shown. †Formerly New Jersey Farm & Garden. ‡Became monthly publication effective with the March, 1960, issue. *Regional editions first published January, 1960. **Changed from 428-line page to 760-line page February, 1959. ††Effective May, 1960, Farm Quarterly published in February, May, August and November; cumulative figures shown are for November issue.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	5.5	7.0	185.4	200.1	5,564	6,963	186,305	220,213	5,341	6,827

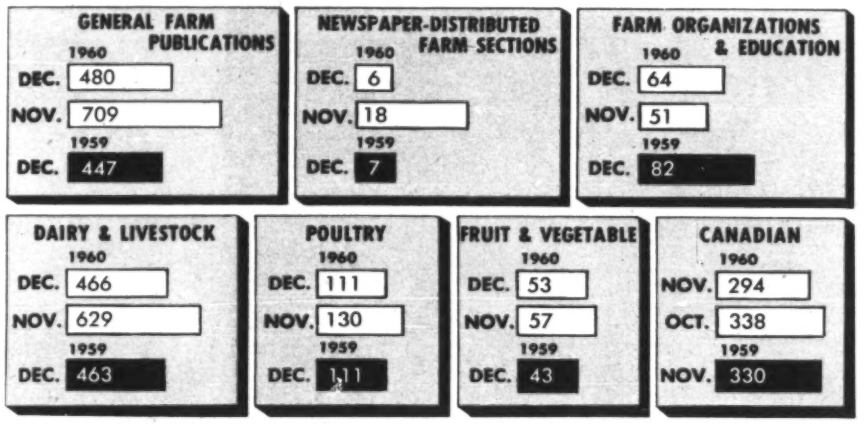
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	6.4	11.4	72.9	90.8	2,734	4,911	31,246	39,138	2,734	4,911
†Better Farming Methods: (mon)										
#Central Edition	7.1	20.1	234.1	158.6	3,063	8,641	100,421	68,030	3,063	8,212
#Eastern Edition	7.1	17.9	212.6	145.4	3,063	7,672	91,196	62,380	3,063	7,243
#Southern Edition	7.1	18.9	224.8	135.6	3,063	8,101	96,454	58,157	3,063	7,672
#Western Edition	7.1	18.0	212.4	134.9	3,063	7,728	91,106	57,854	3,063	7,295
Average 4 Editions	7.1	18.7	221.0	297.5	3,063	8,036	94,794	127,643	3,063	7,607
County Agent & Vo-Ag Teacher (mon)	7.4	22.3	262.5	308.8	3,184	9,543	112,593	132,346	3,184	9,543
Cooperative Digest (mon)	9.0	9.8	87.6	97.5	2,940	4,095	36,792	41,225	2,940	4,095
§Iowa Farm Bureau Spokesman (w)	39.2	46.7	558.7	557.6	39,788	47,400	567,080	565,964	37,070	44,842
Michigan Farm News (mon)	2.6	3.4	28.3	27.5	5,974	7,892	65,750	64,525	5,726	6,972
Missouri Farmer (mon)	11.3	12.6	150.1	150.1	4,743	5,311	63,172	63,135	4,094	4,495
National 4-H News (mon)	50.4	52.0	251.6	248.1	21,168	21,852	105,706	104,215	21,168	21,852
National Future Farmer (bm)	22.2	26.1	197.9	175.3	9,696	11,373	85,897	75,749	9,696	11,373
Ohio Farm Bureau News (mon)	22.4	20.7	173.2	135.1	10,097	9,331	78,120	61,146	—	—
§Washington Grange News: (mon)										
#East Edition	13.0	11.1	149.3	149.3	14,154	12,065	162,040	162,361	13,874	11,799
#West Edition	13.3	10.2	148.9	141.4	14,406	11,053	161,532	153,503	14,126	10,787
Average 2 Editions	13.1	10.6	149.1	145.2	14,280	11,559	161,840	157,796	14,000	11,293
Total Group	138.8	177.0	1,445.0	1,530.7	63,599	82,344	674,070	709,122	52,605	70,848

#Not included in totals. §Not included in totals because December figures were unavailable as this issue went to press. November figures are shown. †Regional editions first published July, 1959.

Farm Linage Trend

Figures in thousands



Dairy & Livestock

**American Livestock Journal: (mon)										
#National Edition	12.8	13.7	226.2	210.6	5,484	5,883	97,028	90,367	2,880	4,675
#Regional #1 Edition	12.8	—	232.7	—	5,484	—	99,823	—	2,880	—
Average 2 Editions	12.8	—	229.4	—	5,484	—	98,426	—	2,880	—
The Cattleman (mon)	64.7	77.5	1,134.2	1,148.5	28,319	32,578	447,259	482,329	10,490	12,915
*‡Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	33.3	29.7	343.8	388.2	71,932	63,284	741,293	829,292	32,772	29,569
Kansas City Daily Drovers Telegram	31.0	28.2	318.2	379.0	66,681	60,850	686,047	810,048	28,766	32,235
Omaha Daily Journal-Stockman	40.8	39.5	394.4	442.0	88,055	85,143	850,272	945,198	43,788	42,567
St. Louis Daily Livestock Reporter	23.8	22.1	258.9	299.8	51,296	47,628	558,200	640,693	30,714	24,939
§Dairymen's League News (bw)	10.2	15.1	156.9	192.3	7,453	11,003	114,242	140,004	6,937	10,446
Florida Cattleman (mon)	69.9	69.3	865.7	879.2	29,385	29,139	363,640	365,288	14,518	17,609
Hoard's Dairyman (sm)	35.8	39.2	707.9	723.0	26,085	28,523	515,390	526,347	20,629	23,207
Livestock Breeder Journal (mon)	58.2	52.0	844.3	816.4	24,437	21,868	354,602	342,905	1,316	1,680
National Hog Farmer (mon)	13.6	19.4	267.2	243.0	13,804	19,691	271,213	246,645	13,320	19,030
National Live Stock Producer (mon)	15.7	19.3	212.1	208.4	11,501	14,079	157,159	154,478	10,568	13,461
Western Dairy Journal (mon)	36.4	34.9	449.7	529.0	15,596	14,952	192,793	226,957	7,882	7,414
Western Livestock Journal: (mon)										
Mts. & Plains Edition	24.6	41.2	797.2	818.7	10,552	17,682	341,999	351,228	4,159	8,105
Pacific Slope Edition	52.2	63.2	1,104.9	1,131.8	22,379	27,134	474,010	485,633	7,063	10,878
§Western Livestock Reporter (w)	34.5	31.4	341.1	366.8	46,368	42,202	458,409	488,051	17,094	8,876
Total Group	512.8	535.5	7,698.5	8,007.0	465,503	462,551	6,052,303	6,707,041	228.865	243,609

#Not included in totals. §Not included in totals because December figures were unavailable as this issue went to press. November figures are shown. *Changed from 2,128-line page to 2,156-line page September, 1959. ‡Twenty-one issues December, 1960; twenty issues, December, 1960. **Name changed, formerly was Breeder's Gazette.

Poultry

*American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	11.9	15.9	164.5	210.7	5,129	6,833	70,584	90,401	2,843	3,813
#Egg Producer Midwest Edition	12.2	17.9	182.3	228.3	5,271	7,678	78,216	97,967	3,300	4,913
#Egg Producer Pacific Edition	11.8	17.6	181.8	238.1	5,105	7,573	78,000	102,173	2,669	4,424
#Egg Producer Southern Edition	12.4	18.9	187.7	241.9	5,355	8,137	80,566	103,782	3,101	4,413
#Broiler Producer Edition	8.0	8.5	98.9	146.4	3,435	3,666	42,431	62,824	3,435	2,323
#Turkey Producer Edition	8.9	9.3	125.0	135.3	3,858	4,020	53,661	58,061	2,473	2,006
Average 6 Editions	10.9	14.7	156.7	200.1	4,692	6,318	67,243	85,868	2,970	3,648
‡Broiler Business (mon)	23.5	30.2	322.7	389.5	10,081	12,977	138,417	167,106	8,508	9,817
Broiler Industry (mon)	28.8	28.5	367.0	317.5	12,946	12,825	165,178	142,900	10,321	9,600
Everybody's Poultry Magazine (mon)	23.9	28.6	241.1	350.1	10,261	12,278	103,480	150,289	5,362	7,158
**Georgia Poultry Times (w)	33.5	26.4	336.1	356.3	35,294	28,210	357,350	374,486	30,016	25,372
§The Poultryman: (w)										
Dixie Edition	11.3	14.3	151.7	165.8	12,293	15,516	164,577	179,911	3,305	6,584
National Edition	9.6	12.7	137.1	157.6	10,404	13,788	148,822	171,028	3,305	4,940
New England Edition	15.0	15.6	187.1	203.6	16,266	16,928	203,067	220,959	6,508	6,267
New Jersey Edition	18.8	20.1	205.6	255.6	20,413	21,748	223,122	277,371	10,950	11,389
Poultry Tribune: (mon)										
#Eastern Edition	23.3	25.4	406.7	451.7	9,976	10,913	174,492	193,762	5,047	5,699
#Midwest Edition	23.3	26.7	409.8	447.5	10,012	11,471	175,794	191,977	6,496	6,269
#Southeast Edition	25.5	28.1	461.8	508.9	10,957	12,057	198,091	218,312	5,476	6,435
#Southwest Edition	21.7	27.5	400.9	459.0	9,306	11,810	171,982	196,919	4,646	6,625
#Pacific Edition	32.1	35.5	516.3	553.3	13,782	15,215	221,489	237,371	6,462	8,296
Average 5 Editions	25.2	28.7	439.1	484.1	10,807	12,293	188,369	207,666	5,626	6,665
††Turkey World: (mon)										
#Central Edition	66.1	61.9	495.5	61.9	28,352	26,562	212,562	26,562	15,371	13,420
#Eastern Edition	61.5	57.7	483.0	57.7	26,372	24,763	207,227	24,763	14,063	12,092

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
‡Western Edition	63.6	60.5	490.9	60.5	27,294	25,943	210,610	25,943	14,635	12,661
Average 3 Editions	63.7	60.0	489.8	545.6	27,339	25,756	210,134	234,044	14,689	12,724
Total Group	209.5	217.1	2,252.5	2,643.2	111,420	110,657	1,230,171	1,362,359	77,492	74,984

‡Not included in totals. ‡Formerly Broiler Growing. ††Regional editions first published December, 1959. *Eleven issues, 1960. §Not included in totals because December figures were unavailable as this issue went to press. November figures are shown. **Five issues December, 1960; four issues December, 1959.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
American Fruit Grower (mon)	11.5	17.0	339.6	324.1	4,955	7,336	146,709	140,032	4,559	6,943
American Vegetable Grower (mon)	17.1	19.5	294.6	337.1	7,400	8,429	127,288	145,610	7,164	8,190
California Citrograph (mon)	17.8	17.6	267.0	250.3	11,984	11,830	179,406	168,216	11,648	11,522
Florida Grower & Rancher (mon)	57.4	52.3	300.0	302.7	17,171	12,808	204,068	205,900	16,405	11,248
Vegetable Growers Messenger (bm)	8.2	10.2	74.6	59.4	2,644	4,284	31,332	23,948	——	——
Western Fruit Grower (mon)	21.5	23.9	325.7	315.1	9,030	10,038	136,794	132,342	——	——
Total Group	133.5	140.5	1,601.5	1,588.7	53,184	43,197	825,597	816,048	39,776	37,903

Canadian (November)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
Country Guide (mon)	28.6	35.1	388.6	434.2	20,593	25,300	279,807	312,656	——	——
Family Herald (w)	78.5	83.2	798.9	865.4	76,569	81,174	778,972	843,805	52,196	57,638
Farmer's Advocate & Canadian Countryman (sm)	26.5	34.2	419.4	463.7	18,547	23,907	293,553	324,624	14,567	19,768
†Free Press Prairie Farmer (w)	86.0	77.9	946.3	956.1	99,528	88,757	1,084,578	1,092,213	44,551	47,099
Le Bulletin des Agriculteurs (mon)	45.1	46.0	551.2	581.0	31,578	33,512	385,852	408,209	31,578	33,512
††Western Producer (w) .	44.0	72.0	593.0	617.8	47,044	77,047	634,402	660,920	25,143	48,330
Total Group	308.7	348.4	3,104.4	3,918.2	293,859	329,697	3,457,164	3,642,427	168,035	206,347

†Five issues November, 1960; four issues November, 1959. ††Four issues November, 1960; five issues November, 1959.

Coming Conventions

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 20-22, 1961. Advertising Assn. of the West, midwinter conference, Pioneer Hotel, Tucson, Ariz.

Jan. 20-22, 1961. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Jan. 27-29, 1961. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29, 1961. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5, 1961. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8, 1961. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8, 1961. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11, 1961. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28, 1961. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28, 1961. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7, 1961. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8, 1961. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11, 1961. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15, 1961. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19, 1961. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20, 1961. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22, 1961. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27, 1961. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27, 1961. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 4-6, 1961. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28, 1961. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 28-30, 1961. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31, 1961. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29, 1961. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Eastern Names Cutshall to New Ad Director, Post

H. Walton Cutshall, who joined Eastern Air Lines as a courier in 1939, will become director of advertising on Jan. 1. This is a new post for the airline.

H. Walton Cutshall

Mr. Cutshall will move to New York from Chicago, where he has been assistant vp and midwestern sales manager. He will report to William L. Morisette Jr., vp-sales and advertising.

Melvin Co. Adds Account

Melvin Co., Las Vegas, has been named to handle advertising for Riverside Hotel, Reno. A $250,000 budget will be used in regional media, starting in January.

Dreier Switches to ABC, WBKB

CHICAGO, Dec. 20—American Broadcasting Co. will enter the local 10 p.m. tv news battle here on Dec. 26 with Alex Dreier as its newscaster. Mr. Dreier has signed up with ABC following his walkout at National Broadcasting Co.

In addition to the local tv news show, Mr. Dreier will take over the old John Daly network news show on ABC Radio, starting Jan. 2.

Mr. Dreier also will conduct his "Man on the Go" show on ABC Radio, starting some time in January. He is under exclusive contract to ABC and is not permitted to perform outside assignments. Thus "Championship Bridge," a filmed syndicated show featuring Mr. Dreier as a moderator, which has been running on ABC-TV for several years, will not be affected.

■ WBKB is charging sponsors of Mr. Dreier's nighttime tv news show about 25% more than they were paying at WNBQ, ADVERTISING AGE learned. Several other advertisers are standing in line to sponsor the show, but the station does not plan to sell any more time, confining sponsorship to one advertiser per evening.

WBKB is the only one of Chicago's four commercial tv stations which has not had a 10 p.m. news show. #

Time Inc. Sets Int'l Record

The international editions of Time Inc. chalked up record high advertising revenues in 1960. The *Life* international editions posted a 21% gain to reach $8,175,000. *Time's* international editions were up 16% to $11,535,000.

Stower to 'Detroit News'

James W. Stower has joined the promotion and public relations staff of the *Detroit News*. Mr. Stower was formerly promotion and public relations manager of the *Detroit Times* until it was sold to the *News* by Hearst Corp.

P&G Signs for Half of 'Oscar' Awards on ABC-TV

Procter & Gamble Co., Cincinnati (Grey Advertising Agency), has been signed by ABC-TV for half-sponsorship of its Academy of Motion Pictures Arts & Sciences annual "Oscar" awards ceremonies on April 17, 1961. The approximately two-hour telecast will get under way at 10:30 p.m., EST.

At CBS-TV, "Sunday Sports Spectacular," a 13-week series of 90-minute sports shows, has signed four sponsors for its second season which will get under way Sunday, Jan. 8, at 2:30 p.m., EST. They are Jos. Schlitz Brewing Co. (J. Walter Thompson Co.), Liggett & Myers Tobacco Co. (Dancer-Fitzgerald-Sample), Carter Products, for Rise shaving cream (Sullivan, Stauffer, Colwell & Bayles), and Bristol-Myers Co. for Vitalis (Doherty, Clifford, Steers & Shenfield).

All-Washington Radio Network Formed: 14 Join

All-Washington Network, a national sales group of 14 Washington state radio stations, will offer combined group sales discounts, standard merchandising assistance and single purchase and single billing procedures. Torbet, Allen & Crane is the national representative.

Patterned after the Big-O spot group in Oregon, the Washington group includes KBKW, Aberdeen; KENY, Bellingham; KBRO, Bremerton; KITI, Centralia-Chehalis; KULE, Ephrata; KLOG, Kelso-Longview; KBRC, Mt. Vernon; KITN, Olympia; KOMW, Omak; KPKW, Pasco-Tri-Cities; KOFE, Pullman-Moscow; KTEL, Walla Walla; KMEL, Wenatchee; and KLOQ, Yakima.

NAB Names John Perry

John L. Perry, former Florida newspaper man and administrative assistant to Gov. LeRoy Collins, has been named assistant to the president of National Assn. of Broadcasters. Gov. Collins, who will become NAB president early next month, said Mr. Perry would be his "personal assistant, not in an administrative staff capacity."

Pomfret Joins Kaiser

B. G. Pomfret has been appointed manager of marketing programming in the market development department of Kaiser Aluminum & Chemical Corp., Oakland. Mr. Pomfret resigned last month as vp and principal of Fulton, Morrissey Co., Chicago, to join Kaiser (AA, Nov. 28).

ADVERTISEMENT

BALANCED ECONOMY, ⅓ industry, ⅓ agriculture, ⅓ recreation, makes Vermont a Sweet Market. Boost sales here easily with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Write: The Vermont Allied Dailies, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

ON AIR... PAGE... SCREEN

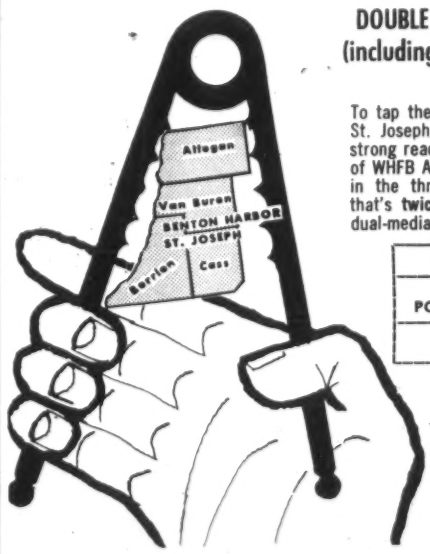
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.

Details and rates — write

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

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And each week hundreds of media, services and suppliers who provide the facilities advertisers and agencies depend on for execution of their programs tell these buyers the latest news about their own operations.

Nowhere else can an advertising executive get so much information on so many subjects related to the efficient conduct of his business as in the text and advertising pages of Advertising Age.

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Feature Section

CM Reshuffles Bicycle Cards

Communicators Rev Up for '61

Forecasters No Better Than Touts—Weiss

Groesbeck Dissects Agency Fee Setup

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Freedom to Buy Tail Fins, Pink Shirts O.K., Professor Insists . . .

Consumer's Free Choice May Lead to Some Waste, But It Spurs Economy; Alternatives Worse, Says Britt

Steuart Britt

By Steuart Henderson Britt
Professor of Marketing and Advertising of Northwestern University

There is a school of thought popular among certain intellectuals that goes like this: advertising and selling are pretty nasty because they force people to buy things that they do not *need*. This is double nonsense.

It is double nonsense because, in the first place, no advertising or selling of any kind has ever *forced* you or any other consumer to do anything you didn't want to do. You have freedom of choice. True, advertising and selling encourage you to buy various products. And if you and I and a lot of other people quit buying, our economy will suffer. *But you are not forced to buy*—at least not by the influence of advertising and selling.

In the second place, to say that you buy things which you do not need is also nonsense, because the people who say this usually are confusing needs and wants. You and I buy things all the time —everybody you know does—which we do not *need*. What we are doing is buying things which we *want*.

■ If you are male, you do not need a necktie; and if you are female, you do not need jewelry. If you feel you must have a necktie, or a piece of jewelry, one will do and will last you for many a moon. But actually you possess quite a number of neckties or pieces of jewelry.

I could get along with only one suit of clothes. When I was in college, I had a professor who wore the same suit all year. We had a pool on this; we chose dates when he would change the suit, and whoever chose that date was to win. But nobody won because he always wore the same suit. This man didn't need more than one suit, and he didn't *want* more than one suit.

Consider some of the things you purchase—you certainly do not need dozens of phonograph records, but you may have acquired them . . . and if you sat down and tried to play continuously all of the records which you have acquired you'd be awfully busy for several days. But you have learned to want lots and lots of things like this.

The result is that new products which have come on the market only in recent years are sold on a tremendous scale. We might not have been able to predict this a few years ago. I am quite sure that in the 1930s or early 1940s, no *man* (and I underscore the word *man*) would have dared to be seen in a pink shirt . . . but in more recent years it became all right for men to wear pink shirts, and they didn't even get whistled at.

And no self-respecting adult male would have been seen working in his garden or cutting his lawn in mauve-colored pantaloons or a chartreuse whatnot . . . and not many men in the suburbs would have been proud to have been seen cooking outdoors, wearing an enormous chef's hat and a fancy apron. These are things which no one needed but which apparently people wanted.

A Vermont friend has pointed out that in the state of Vermont the habits used to be for people to eat indoors and to "go to the bathroom" outdoors. But in modern living these two important activities have been reversed! It has become somewhat stylish—especially for the "summer folk" —to eat out of doors and to have lots of modern plumbing inside the house. We are an unpredictable lot!

Steuart Henderson Britt, in his new book, 'The Spenders,' refutes the contention of some popular writers and some intellectuals that business encourages reckless and wasteful spending by consumers. In Chapter 3, titled "What Do You Want?" Dr. Britt points out that a major share of our spending is for things we want, not things we need. "And if you and I and a lot of other people quit buying, our economy will suffer," he concludes. "I am convinced that greater governmental regulation of production or of advertising would involve heavier sacrifices than any stemming from free consumer choice." The chapter is reproduced here. Dr. Britt is a veteran agency man turned professor.

Uniformity of Living Habits, as Well as Income, Appears Trend

Alfred Marshall observed half a century ago that as the economy expands and man progresses, "his wants become rapidly more subtle and more varied; and in the minor details of life he begins to desire change for the sake of change."

Let us consider two different aspects of spending behavior:

1. Long-term trends in purchasing power of consumers.

2. Changes in buying habits due to changes in income.

As to *long-term trends in purchasing power*, every indication is that the "leveling process" of having a huge middle majority is not just a matter of income. It is also that people are becoming more and more uniform in their patterns of living. Strangely enough, in an economy where there is the greatest freedom of choice in the world, we have tended as consumers to become more and more alike in what we do and how we spend our money!

Our psychological feelings of insecurity have not always led us to try to keep up with the Joneses just to prove that we are somebody, because it's no longer necessary to keep up with the Joneses—we are the Joneses! Instead, we have tended again and again to buy the same kinds of products which everybody else has, and not to deviate from this very much, because we do not want to appear too different from our neighbors.

Drive through certain suburbs of any city and see the new homes—small, "ranch-type" homes (ranch-type really means one-floor homes) with huge picture windows. Originally a picture window was designed so that you could look out on something beautiful. But now you look out through your picture window and there's traffic, only a few feet away. And then you have a little table in the center of your picture window, and on this you have a lamp, don't you?

■ Just look about you for the many other examples of uniformity. How about the automobile designs of recent years? And they are not the result of an automobile manufacturer's dreaming up something just for the fun of dreaming it up. The manufacturer dreams up something because he believes it will sell. He believes that people will spend their money for what they want.

In the late 1950s our automobiles developed such a look-alikeness that the Fleetwood Cadillac didn't look too different from the Fairlane Ford. Practically all cars had bigger and better tail fins . . . and tail lights became so inflamed that driving behind another car at night, you could be almost blinded by a red-eyed monster. Uniformity in automobiles became so great that almost all of them looked like small-size ferry boats, coming at you gnashing their teeth.

Along with the greater and greater uniformity in many products we buy, our spending power is also becoming greater and greater. The possibilities of buying more and more appliances and more and more luxury items seem unending. And how about the so-called gourmet-type foods—have you had your snails lately? Almost any of us today can improve our standard of living—and what our neighbors think of us—through our choice of how we spend our money.

■ *How do spending habits change with changes in income?* The trends will continue of our becoming more and more a middle-class market. But this huge middle-class market may not always be content with tendencies to uniformity. Perhaps people will want to "upgrade" their living more, and will no longer be satisfied with 6 neckties but may want 20, and not 6 pieces of jewelry, but 20. The spenders have the power to do what they want to do.

This includes the development of more leisure time and decisions as to how this leisure time is used. As a young man in the 1920s, I took it for granted I would work for the law firm that employed me six days a week, all day, from 8:30 a.m. until 5:00 or 5:30 Monday through Saturday. I don't need to tell you that times have changed. The pattern now is 9:00 to 5:00 in most offices, five days a week—and this 9:00 to 5:00 even includes the 1-hour lunch plus 15-minute coffee breaks morning and afternoon, so the actual number of working hours may be even less than 35. But people still like to come home from work and feel important by telling others how tired they are.

■ Today most of us have an enormous amount of free time, to do with what we wish. For most people, there is more and more leisure time, and the question is—what are people going to do with it? For producers, the opportunities to manufacture all kinds of leisure-time materials are excellent—television sets, radio sets, bowling balls, golf sticks, automobiles, garden equipment, and household gadgets of every kind. In recent years people have been buying hi-fi equipment and stereo hi-fi on a fantastic scale, not because people's ears have improved so that they know the technical differences between hi-fi and low-fi, but because they have

learned to *want* hi-fi, and this is *the* thing to do. So now lots of people seem to be able to "blast" their friends and neighbors out of the room with loud hi-fi.

The same kind of phrenetic activity goes on in our picture taking and slide making and movie making. Despite "like-sleeping-on-a-cloud" mattresses, insulated homes, mosquito-proof screens, and refrigerators, people are accumulating gypsy equipment. (There's just nothing like getting your face rained on while sleeping under the stars.) And after they've stored the tents, people slide out the skis and start waxing for the winter trek to the mountains—lots of money for equipment, travel, lodging, and orthopedic surgeons! And all this spending is fine for the economy.

A sociological question is this: How soon will people who have long weekends and lots of leisure time become completely satiated with themselves and with spending a good part of the weekend reading magazines and newspapers, looking at television, and smoking cigarettes? Many are already wondering what to do with all the leisure time they have on their hands.

A gnawing complaint of many housewives is that they don't know how to spend their spare time effectively. A housewife raising small children works extremely hard, probably much harder than most men at their jobs, but in the life cycle of a woman a point is reached where there are just lots of hours and not much to do with them. In spite of the lethargic way some of us spend our leisure time, there are many opportunities for the American people to spend their time creatively and rewardingly. There may be a developing market for books, handicraft, weaving, all sorts of do-it-yourself projects which have begun in the last few years and which might be extended greatly.

What Consumers Spend on Recreation Is Surprisingly Uniform

Actually there is considerable uniformity as to the percentage of the dollar income which goes into recreational activities, regardless of the amount of family income. The *Life* Study of Consumer Expenditures shows that out of every dollar spent by the consumer, five cents goes for recreation and recreation equipment, such as games, toys, pet foods, photographic equipment, radio sets, tv sets, phonographs, spectator admission fees, sporting goods, and items of that sort. The really startling thing is the *consistency* among various households in the percentage of total expenditures allotted for recreation—about 5 or 6%, regardless of income.

Consider also the technological changes which we have had and will continue to have in the United States.

■ In the first place, think of the things which have grown up in your lifetime, which you take for granted. Rayon and nylon clothing—all sorts of things you can wash and wear again tomorrow . . . mechanical refrigeration . . . the deep freeze . . . kissproof lipstick . . . television sets . . . power steering . . . power brakes. Deodorants exist on such a tremendous scale that someone has wisecracked that deodorants represent the American way of life. Little wonder, when you think of all the different kinds you can spend your money for—apply your deodorant with your fingers, with a spray, with a rub-on, or with a little revolving ball. Your wants can be satisfied in so many different ways.

Next, look ahead to the sorts of things that are going to be developed in the future. I cannot begin to describe them. They fall into two categories—first, those things which people have thought about and dreamed about a little bit, but which have not quite been perfected; and, second, the number of things which almost nobody has really thought about sufficiently, but which I am sure are going to be invented.

In the first category are such things as a golf ball that will have some sort of transmitter equipment on it so that you can locate the ball when it is lost in the rough. Television sets so that the picture will be projected on a wall or movie-type screen. Highways that will be equipped so that driver and passenger can play cards while the car goes down the highway. Homes heated by stored sunlight.

But in the second category, it is difficult to know what to list. I know of no one bright enough to tell you what these things are. But we can be sure that within the present century we are going to be spending our money for plenty of products which do not now exist because they have not been thought of as yet.

■ Is there anything new to be developed? Well, the combinations of new things are tremendous—new ways even of putting something together, new ways of packaging. Consider such a simple example as the little plastic bandages that go on your skin when you have a cut or wound of some kind. Until a few years ago these were absolutely white—suggesting purity. Then what happened? What was the next change? Putting little battle stars and designs on them, so that when a child puts on a Curad he can really be proud of it and show it to people. He can subtly call attention to himself, and have people say, "Oh, you poor thing." The product is the same, but it is put out in a different form.

As consumers, we want all sorts of things, and because we have learned to want all sorts of things and because we like to have all sorts of things, a lot of products have become more and more expensive. There is more to it than that, of course—but to some extent variety is the spice of price.

Take men's shirts, for instance. According to Prof. William J. Regan of San Francisco State College, in a recent year one manufacturer of men's shirts made 42 different collar and cuff styles in the *white* shirt alone. The company made 51 different collar styles and sleeve-length combinations. This combination of collar styles and sizes alone made a total of more than 2,000 different specifications for the white shirts.

■ Whether you are a man or a woman, you take it for granted that when you go into a store to buy a shirt, you can find it in I don't know how many different colors and patterns . . . and you also expect to be able to get it in a number of variations of sleeve length and collar size . . . and then there will be all sorts of variations in the shirt itself, such as whether it will be a cuff-link shirt or one with buttons on the sleeves, or whether the collar is a tab, button-down, or spread collar (and for some people the collar must have a little button right in the back) . . . and then there are the variations in the material itself, from the very lightest weight to the heaviest weight . . . and it can be any of all sorts of different grades of cotton, of which there are many, or wool, or mixtures, or even rayon, nylon, and so on and so on.

And what happens? The requests are so varied, because of what we want, that not only is the manufacturing problem an expensive one, but the warehousing and transportation problems are considerable. For the retailer, the problem of making enough room on the store shelves is a very tough one.

Yes, we do have many and varied wants for which we are willing to spend our money. And how different many or most of these are from our needs—those items which we must have to continue living. A tremendous amount of our spending is for these psychological *unnecessities*. We want lots of variety, and we are willing to spend our money to have it.

Running Out of Wants?

In 1958 I attended a week-end conference at Arden House in Harriman, N.Y., attended by 35 of the nation's leading economists and experts on marketing. It was the almost unanimous feeling of this thoughtful group that there should be no attempt to try to "tone down" the number of consumer wants.

There is no final saturation point to the number of wants that may be created, because of the enormous complexities of personality of millions of different kinds of people. Each consumer will himself become satiated or saturated as to some kinds of wants, but in other areas this same consumer may find that new wants, or needs, arise as he moves along in his own life cycle.

In summarizing the conference, Dr. Henry C. Wallich, professor of economics at Yale University, wrote: "We are far from running out of consumer wants, contrary to what some social critics have been arguing. Research will provide new goods, and advertising will make them known. To argue that wants created by advertising are synthetic, are not genuine consumer wants, is beside the point—it could be argued of all aspects of civilized existence."

True, we have thousands of different gadgets. But we are not surfeited with them. At least the great middle majority of our population are not . . . and our lower-income groups can only dream about ever having a lot of the comforts that some of us seem to take for granted.

No, we are not running out of wants. There is still room for useful improvements in the mechanics of our existence.

This issue of whether we might be running out of wants so stirred the Arden House conference that the group actually took a vote on it; and an overwhelming majority of these experts believed in the limitlessness of human wants. Here is what two of them said:

Alfred Politz, president of Alfred Politz Research, Inc.: "Some people say that high saving is evidence of shrinking wants. But for most people, savings are simply delayed expenditures. It does not have

The Creative Man's Corner . . .

Who Dealt This Mess?

Step right up, ladies and gentlemen, and see the little lady in red flannels and the coy character in the business suit do their internationally famous balancing act, as performed for all the crowned heads in the deck.

This four-color half-page in *The Saturday Evening Post*, Nov. 5 undoubtedly will rate high among "seen most." That it will score on "read most," I doubt. And that it will sell most—well, how could it?

By what authority does the United States Playing Card Co. utter the heading, "SHe KNOWS He LIKES Bicycle best!"? When this writer was somewhat younger, Bicycle playing cards sold for 25¢. Steamboats were 10¢ a pack. But anybody who wanted playing cards for mixed-company games (mostly 500) in the evening went all-out and spent 50¢ for a deck of Congress cards, with beautiful landscapes in four colors on the backs.

Just by way of quick research, I called up the largest department store in a city of a half million people. They don't carry Bicycle playing cards. I tried the largest book store. They didn't, either. Success on the third call—the largest stationery store. Sure. Bicycles are 75¢ a deck. But I can't believe that "He" likes them best for anything more important than a stag poker session.

And what has the picture to do with the whole proposition? There is a bicycle, of course, but what of it?

The red costume gives a bright color spot, but of course it isn't red flannels. Couldn't be. No buttons. This is an incongruous illustration, and somebody once said incongruity is the substance of humor, so the picture must be funny. But what is it trying to do? And why the perplexing mixture of caps and lower case in the heading?

I do not believe it—picture or heading or text. If women can't get Bicycle playing cards in a department store or a book store, I do not believe they buy Bicycle. They buy much more elaborate and expensive cards, not because "He" likes them, but because the pictures on the backs match the drapes in the living room.

So I'm probably a lone wolf, and the manufacturers will be swamped by orders for the latest Hoyle rule book, offered in this ad for 25¢. #

The Washington Star has been making headlines of its own recently. *Star reporters have been awarded Pulitzer Prizes for the past three consecutive years. And on the home front The Star has been honored in another gratifying way by the families of the Metropolitan Washington area. They are buying and reading The Star in ever-increasing numbers. As a result, the circulation of The Star has reached an all-time high as has the value of The Star to its advertisers*

Circulation of The Washington Star Reaches a New High

⇨ UP 18,789 daily and 17,312 Sunday

for 7 months ending Oct. 30, 1960 over same period in 1959

⇨ UP 23,179 daily and 21,791 Sunday

in the month of October

The remarkable pulling power of The Star gives your advertising the Extra Selling Thrust that produces extra customers and extra sales at lower cost in the vastly important Washington, D. C. market. That's why Washington's 25 largest advertisers have been placing more of their linage in The Star than in any other Washington newspaper for the past 108 years.

THE WASHINGTON STAR WASHINGTON, D. C.

Member of **MILLION MARKET NEWSPAPERS, INC.**

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

anything to do with having or not having wants."

Dr. Ruth P. Mack, economist of the National Bureau of Economic Research, Inc.: "One of the main characteristics of this country is that people want things so badly that they will work a lot harder than they will in other countries. People will take double jobs; wives with families will work."

You will find that a considerable number of "moon-lighters" work at two jobs, to make ends meet and to satisfy their wants. About one out of every 20 workers holds more than one job. Remember, too, that our high American standard of living is sustained only with great difficulty by those in lower-income groups, and almost not at all by the lowest-income people with annual income per household of less than $1,000 a year.

You might well ask: "Is there a danger that meaningless wants may be stimulated, just to keep people employed?" Hardly. In the long run, research and human nature will probably keep wants ahead of our ability to meet them. Most consumers continue to "go out" for all they can get; and if their wants were ever to become generally satiated, we probably would be headed for a first-class recession.

Big Problems Are Inflation, Recession and Service

There are, of course, a number of problems that the consumer faces and must continue to face. Three of these were discussed in some detail at the Arden House conference.

One of them is *inflation*. This is a serious, long-run threat. And inflation should not be accepted as inevitable.

Another problem for the consumer is the threat of a *possible recession*, or of recurring recessions. Here most consumers remain almost complacent, with great faith in their government. Most believe that somehow a depression such as that of the thirties just can't happen again. If the answers were only this simple!

A third problem for the consumer is that of *service*—that is, service for the elaborate gadgets and other machinery that he buys. The furnace, the hot-water heater, the refrigerator, the washer, the drier, the tv set, the radio, the automobile, the power lawn mower, and so on and so on must be kept in order and kept repaired. The need for better and less expensive servicing of these machines, which are almost our "masters," is paramount.

But aside from such problems as these, which we'll have with us for a long time, what about the consumer himself? My answer is that, as of the 1960s, the consumer is in fairly good shape . . . and there is more right than wrong with him or her.

Not so, says August Heckscher, director of the Twentieth Century Fund: "While the more glittering kinds of consumer goods have been pouring off the production lines, the country has remained notably deficient in key areas of the intellectual and creative life. Our automobiles are better than our education, our kitchen gadgetry more central to our pre-occupations than the form and livability of our cities."

It is true that education is not adequately financed, and that we still have slums in cities. It is also true that there are still several million U.S. citizens who continue to be faced with the question, not how to dispose of their surplus (of which they have none), but just how to meet their elementary needs. Some five per cent of our families have an income from all sources of under $1,000, and over 10 per cent have cash income below that level. We have no reason, therefore, to be complacent or to slacken in our efforts to make our living standards grow.

More for Education, Health

However, in recent years consumers have stepped up their expenditures sharply for education, health, and religious activities. Year after year, we press forward in our attack on poverty, disease, and other causes of human misery. Year after year, more and more Americans lead more comfortable lives.

Our American standard of living not only is high but has a good solid foundation. Irritation with and criticism of frills and trivia overshoot the mark. We may be overly gadget-conscious, but the sale of gadgets spurs our economy. Certainly, some of our habits of consumption may be of a trivial kind. But why not? All of us know that women's hosiery made thicker would wear longer, but women still like to wear sheer hose . . . and men like to see them this way, too! If it makes some of us feel better to have lots of chrome on our automobiles, aren't we just being human?

The sentiment was well expressed by an Iowa farmer: "We could go without lots of things, but I think we ought to have things decent. You're only alive once. You might as well be all alive instead of just half alive."

Many consumers use their power to choose freely by making choices that—from someone else's standpoint—seem unwise or wasteful. But I still say, "Thank heavens, it's a free country; and God bless the man or woman who wants to spend money on something that seems frivolous to me." And I add, "May I please continue to have the freedom to do the same, if I wish!"

My view has been well put by Dr. Richard G. Gettell, formerly economist for *Fortune* magazine and now president of Mount Holyoke College: "In this less than ideal world, the exercise of consumer choice sometimes leads to trivia and waste. But as soon as we contemplate alternatives involving more government regulation, or restriction of advertising, it is felt that, first, we can afford the waste, and, second, that the sacrifice of inhibiting that sort of thing should be greater than the alternative of accepting the waste."

I am convinced that greater governmental regulation of production or of advertising would involve heavier sacrifices than any stemming from free consumer choice. #

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Employe Communications . . .

The Communicator Squares Off for '61

By Robert Newcomb and Marg Sammons

The business paper, *Mill & Factory*, about December of each year, contrives to pass on to its readership a blueprint of what to look for in labor trends for the year ahead. These predictions are normally conservative and soundly based, and before the year has passed, they usually turn out to be accurate.

In the current issue, the publication takes a look at what's ahead. Most of the areas it covers are within the operating limits of the typical communications man and woman in industry, so it might be a good idea to look at them:

The year 1960, the editors point out, was relatively quiet on the labor front, in spite of the steel strike. Coming up in 1961, however, are the auto contracts, and these promise to be a little rough to come by. Other important labor contracts come up next year year also: In January the trucking contracts are due; the rubber companies negotiate in April; meat packing in August and many machinery contracts are due for discussion in September.

■ *Mill & Factory* notes that wage gains were generally less in 1960, that industry may have to face up to heavier demands in '61. The famed cost-of-living clauses have tended to disappear and promise to fade even more: The electrical industry has dropped cost-of-living, as have the railroads. The auto unions, many industrial relations people agree, will abandon the c-of-l adjustment this year. The magazine editors suggest that Walter Reuther will probably find another gimmick—"in the past he has argued for shorter hours, a shorter work week, and some form of profit sharing. Reuther is alert and flexible—he will find some issue to ride."

You may see some more tangible form of the Reuther proposal for a permanent labor-management conference to discuss, apart from the bargaining table, what he has described as "the problem of economic growth, inflation, import competition, and technological change." Reuther has already suggested that "as we become accustomed to pooling our efforts . . . I have every confidence that the common purpose that unites us in that endeavor will improve the atmosphere at the collective bargaining table."

Communications people in rubber are looking cautiously ahead to the labor-management discussions of 1961: The market for tires, *Mill & Factory* reminds us, has been "slushy." The editors point out that there has been a wave of price cutting at the retail levels—"there is little room for generous increases in wages."

The level of employment, the editors note, is of "growing concern to Department of Labor officials. Initial claims for unemployment compensation have been mounting. The number of such initial claims is much higher than during the same period last year. These are a forerunner of what can be expected in the totals of uninsured employment."

■ In squaring off for his competition in 1961, the communicator of industry has his work cut out for him. He can expect to face some definite expressions of union determination in 1961, thanks to the lean gains of 1960 and more particularly, the change in face of the federal government. He can expect a certain reluctance to strike on the part of the rank-and-file, because the factory work week has been getting leaner and the rise of unemployment in general remains much too high for comfort. He can't be too sure of the road ahead.

He deserves to be sure of one thing: Management currently shows no willingness to throw in the administrative sponge. That means the communicator by implication has real top-level support for the work he's in, and it should keep him busy all year long. #

3-Stage Regional Documentary . . .

Local, Regional Media Buys Help Climalene Sales Soar to Record Heights

An interesting case history—or rather three case histories—of how Climalene overcame peculiar problems and reached new sales heights through intelligent and judicious use of local and regional media was related to the annual meeting of the Assn. of National Advertisers in November by Robert H. Marriott. It is given here in nearly full text.

By Robert H. Marriott,
Vice-President, Sales and Advertising,
The Climalene Co., Canton, O.

Some 25 years ago a media man stopped by at our Canton offices to show me the first edition of a new publication. I liked the format, told him so, and said I thought a lot of readers would buy it and a lot of advertisers could use it.

They did. The name of the publication was *Look*. But to get to the point of my story. Before departing, the salesman asked: "When do you think you'll expand your distribution so you can buy *Look*?

My answer: "When will you break down your circulation to fit our distribution?

■ I think he thought I was crazy and you can be sure I had no idea that this would ever come to pass. But today, *Look* has a Magazone plan that not only accommodates itself to Climalene, which we distribute in 19 states, but to a laundry bleach we recently acquired that is largely concentrated in two states.

This is only one of many illustrations, of course, that show how publications today lean over backwards to:

1. Tailor their circulation to fit the special needs of we who distribute our products regionally.

2. Enable the national distributor to amplify the power of his advertising to solve localized problems within his national framework.

I'd like to kick off this discussion with a statement that should startle no one—that it's tough enough to prove the effectiveness of advertising in today's competitive market, even when we spread it to fit our distribution pattern perfectly. Thus, any ad pattern that over-reaches distribution is as wasteful as a Johnny Unitas pass flung two yards beyond the hands of Ray Berry.

This should be pretty obvious—yet I heard no less an authority than H. G. Ward, sales and merchandising manager of Von's Grocery Co., Los Angeles, tell a GMA group last month that they frequently see print campaigns in Los Angeles on products that have no local distribution.

But the questions posed for clinical examination here—how to select media for most economical coverage, flexible tie-in with local market sales objectives, ease of placement—these are important to other than regional distributors.

■ As new products enter the market by the thousands, and new advertising techniques are developed to itensify competition between them, the blue chip national distributor faces localized problems. His multi-million circulation magazine schedule or network tv program may give him a sales monopoly in Chicago and Baltimore. Yet, because of intensive promotion by some upstart regional competitor, he can fall on his face in Philadelphia and St. Louis.

A handy example is our newly acquired bleach business—started by a couple of aggressive guys who parleyed a second-hand truck and ambition into 30 years of

product leadership.

My 26 years in advertising and sales have been with one company and our operation has always been regional. So the case histories that come to my mind deal primarily with application of ad dollars regionally—though one of them introduces you to a large national advertiser who teamed up with us to strengthen his position in selected markets.

■ For case history No. 1, we roll back to the late '30s. One of my elephant-size problems was to reverse a declining sales curve on our then 30-year-old product. Most women knew it as a water softener, and used it primarily for this purpose. The problems? More and more homes were installing water softeners. The rental boys were springing up all over. Lever Brothers and other soapers were shouting, with big headlines: "New Rinso Cracks Ohio's Hard Water."

To pay a tribute to a competitor, that was a pretty good job of localizing, too.

Then from Milwaukee, came an idea. It was no surprise that the Milwaukee Journal Consumer Analysis listed Climalene at the top of the water softener classifications. The surprise was that we found ourselves on another page, heading a parade of well known household products used for cleaning walls, woodwork and other painted surfaces.

■ Since our advertising emphasis had been directed to the home laundry, we could only assume that people were finding out for themselves what we should be telling them. We moved slowly—our agency strongly suspected that the use of Climalene for general home cleaning was in direct ratio to the number of steel plants in a particular locality and, of course, the extent of the dirt, soot and smog.

Market research confirmed this. Newspaper campaigns featuring Climalene as a floor, wall and woodwork cleaner and minimizing (though not ignoring) the laundry use were developed for such industrial cities as Pittsburgh, Youngstown, Detroit, the Gary-Hammond area of Chicago, and others. Newspapers provided the necessary flexibility to call our shots. Result—a slow, but steady three-year sales advance that carried right up to World War II.

■ While the shooting lasted, you could literally sell sawdust if you could find cartons to package it. Then, as most of you remember, the seller's market ended and experts asked if we would ever see salesmanship again. That brings us to case history No. 2, and new problems—some real blockbusters. New and improved home cleaning products, dry and liquid, were moving in, with greatly stepped-up ad campaigns.

More people had money to buy or rent water softeners. There were new detergents by the dozen—with water conditioning additives. You know them—Tide, Cheer, All and others, ad infinitum.

■ Our sales were slipping. And, to the movement-minded chain buyer, whose Bible was now the IBM card, our slip was showing.

Wise agency counsel said this: "Your advertising is truthful, and well mounted and it's also probably pretty dull. Your product is too many things to too many people. In an era when everyone is shouting for the housewife's attention, you can't afford it."

■ They also said this: "You tell us that Climalene, used in the automatic washer, will get clothes cleaner than detergent used alone. This is important. Appliance dealers sell 3,000,000 automatics a year. Authenticate your story with laboratory tests and we'll take it from there."

■ The result of tests, in our own and independent laboratories, were the forerunner of a new theme—"Booster Action Climalene—to get your clothes 20% cleaner." When it was set, we kicked it off in 15 major markets and some 40 smaller ones. Again, we turned to newspapers as the basic medium.

■ But to gain additional impact for a new and exciting idea, we supplemented with regional magazines distributed through major chain outlets. These publications, geared to the gal dedicated to prideful housekeeping, backed up metropolitan newspaper coverage and assured maximum exposure in suburbia, where automatic washers were bustin' out all over.

This combination, again localized to get maximum sales from our greatest potential audience, accomplished two important results:

1. Sharply increased sales of our standard 24-ounce package.

2. Opened the door to shelf distribution on a second, 56-ounce carton, which, of course, we call "Automatic Washer Size."

■ A secondary, but highly important result of digging where pay dirt seemed most obvious, was the excitement created among automatic washer distributors. Even though some were committed to national programs on detergents, they recognized our product could help them keep their customers happy and minimize complaint calls. This led to localized sampling, usually handled by the demonstrators, whose influence at the time of a washer installation was considerable.

An unusual sidelight of this campaign was a special promotion worked out with Walter Moore of Corn Products. His company was breaking ground on its fabric softener, NuSoft. When I asked Walter if he would be interested in selective sampling—that is, getting a guaranteed delivery of a NuSoft sample right into the laundry room, he was immediately interested. The result was a joint promotion whereby more than a million NuSoft samples rode Climalene piggyback into housewives' homes.

■ We used 1,000-line color in some 60 newspapers to publicize the promotion. Since NuSoft was in the process of gaining distribution, Climalene and Corn Products spent many hours developing a coordinated regional campaign. Our contribution to the promotion, selecting the newspapers, was easy. But Corn Products went to considerably more pains to pull out of their national daytime tv network program a "regional net" which covered precisely the same markets selected for our newspaper campaign.

■ It paid off, too—not only in expanded sales where distribution had been established, but in many new placements through chains that had previously rejected the product.

Obviously, since we offered housewives a generous free sample of a new and compatible laundry product, it paid off for us, too—in faster turnover and a new merchandising twist that buyers could really get excited about.

Well, time marches on, and so do consumer loyalties. Large-space color copy, supporting regional magazines, a well integrated tie-in with a major food manufacturer—all these steps contributed to ascending sales.

■ But in this business, as in the battle for space supremacy, the cry is "higher—ever higher." Thus, in the fall of 1958, we found product movement on a plateau, with no visible signs of leaving it.

Our people, and our agency, had long been aware of the success stories written by detergent manufacturers, and more recently, the new liquid household cleaners, through use of spot tv.

Obviously, there were several strong appeals to tackle a medium, as yet untried on our product. It could be purchased selectively. Given good creative planning and the right time slotting, it could picture our product in action before our prime audience—the young housewife, with kids, and a busy automatic washer.

Exciting? Yes—but also expensive.

■ Somewhat like a boy going to the creek for a swim on that first warm spring day, we took a deep breath and dived into Indianapolis with a schedule of 14 weekly spot announcements. What happened? For 60 days nothing—or nothing important. Then, in December, normally our poorest sales month, the pot began to simmer. By early spring it was boiling. Santa's Christmas gift to us in 1959 was a 33% sales increase in a 45-year-old market.

Long before that, we realized we had tapped a new regional advertising medium that was creating a new concept for Climalene among automatic washer owners and could carry us to new, higher sales levels.

We're currently in eight major markets with sustained tv programming. No other medium has been used. There have been no gimmicks—no coupons, cents-off sales or co-op.

Not all markets have matched the Indianapolis performance. But these things have happened:

1. In Chicago, where strong spot programming opened the door to distribution of the large package, nine months' volume has increased 100%.

2. In Cleveland, a 50-year-old market, volume is up 40%.

3. In Philadelphia, where last spring sales declined to the point where loss of distribution was a distinct threat, major chains have shifted from warehouse pick-ups to truckload quantities. Some accounts that threatened to discontinue the product are now seriously considering a second size.

■ To summarize our progress in all tv markets, each 1960 business quarter has exceeded the previous one in sales volume, and September business set a new high for any single month since the World War II era.

So we come to the end of our third documentary—a complete change in advertising medium, but another application of how the rifle of regional concentration may well out-perform the shotgun of national spread in hitting the sales target.

We like the pattern—not only for what it has done and is doing for our business, but because we believe it will give us a sharper picture of where we are going in 1961 and what it will cost to get there. #

Salesense in Advertising . . .

The Illustration Should Work Hard at Selling the Product

By James D. Woolf
Creative Consultant

When an illustration appears in an advertisement it should be there for a specifically good reason, and not for the mere purpose of flagging indiscriminate attention. The illustration should, in the words of David Ogilvy, "work hard at selling the product." One important reason is that of showing the attractive features of the advertised product, as in the case of nearly all food products. The cling peaches ad shown here is illustrated with pictures that "work hard at selling the product." The Idaho potato page, on the other hand, leaves me cold.

James D. Woolf

The enlarged photograph of the cold, dead-looking potato is not only unattractive; it is totally lacking in interest and appeal of any sort. It certainly does nothing to make one's mouth water. The subject is rich in possibilities: In *The Joy of Cooking* I find more than 50 enticing recipes. For example, potatoes scalloped in butter, or au gratin potatoes with cheese. The picture possibilities are unlimited.

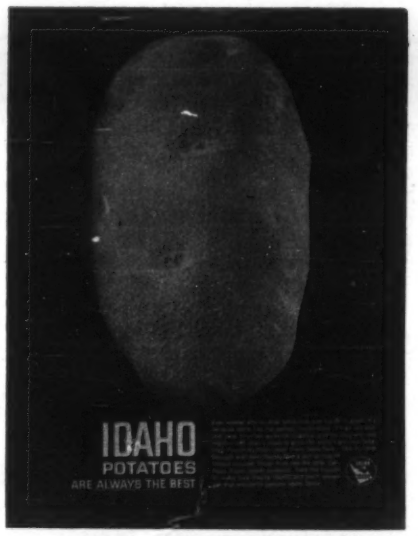
And what an unimaginative headline: "Idaho potatoes are *always* the best." Superlative claims such as this invariably sound like bombast.

To make matters worse the text is printed in reverse—a violation of one of the first principles of good typography.

The copy? Well, it does nothing to titillate my taste buds. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.



On the Merchandising Front . . .

Weiss Puts His Annual Pox on Prognosticators

By E. B. Weiss

After having put an annual pox on our economic prognosticators for no less than 14 consecutive years, I had decided to quit the sport several years ago. But the temptation was too strong—and in mid-season, during the last year, I succumbed. The almost total inaccuracy of the forecasts for 1960 advanced by our economic soothsayers late in 1959 presented just too tasty a morsel.

E. B. Weiss

And when I came across a statement by the executive head of General Electric to the effect that that corporation had a "stableful of economists" but he didn't think much of their forecasting ability, my resistance simply broke down completely.

Having returned to the fray in mid-season, I concluded I might just as well resume my annual pox on annual economic forecasts, some of which will have put in an appearance before this is published and many more of which will be printed after this column appears.

So—*a pox on economic prognosticators.*

■ I firmly believe that an economist is no more able to judge the economic future than a race track tout can pick the winners. Indeed, I suspect that the tout may have more to tout about! And the record of economic predictions by economists, at the tail-end of each year since the end of the last war and particularly their 1960 forecasts, delightfully bears out this contention. Not 2% of our economists predicted the 1960 recession in their new year forecasts!

This year-end I will rest my case on a statement made late in 1960 by a member of the Federal Reserve Board. Of all things, he was talking to a group of economists. And do you know what he told them? Well, he remarked that the Federal Reserve (which has as many economists of note as any organization in this country!) "looked ahead only *three weeks* in making its prognostications," and he added that "it was difficult enough to determine now what the appropriate monetary policy should be for the next three weeks!"

Of course, this will not prevent scores and even hundreds of economists from predicting that our Gross National Product will move up (or down) in the first half of 1961 by precisely 3.2614%. But when you read these so-very-confidently-made predictions for the next *six months* (even when they come from Harvard seers!), bear in mind that the Federal Reserve Board feels it does pretty well if it can catch even a murky glimpse of the monetary future for *three weeks* ahead.

■ I rather doubt that it is any easier to predict the six-months future of our *total economy* than it is to predict the three weeks future of our *monetary* status. Indeed, the two are rather difficult to separate. And if the board finds that a three-week glance ahead involves peering through a monetary mist, then I suspect that our economists, when they attempt to judge our economy for six months ahead are peering through an economic pea-soup fog!

■ I have contended for years that our economic indexes are statistical monstrosities—which is why one economist will say we are on a plateau and a second will say we are deep in a recession. But even if our figures were accurate, I have also maintained that economists can't predict the future unless and until they can *anticipate* the *unanticipated!* On this latter point, Joseph E. Black, a senior economist for Gulf Oil Corp., spells out the problem which economists constantly face is using figures to make forecasts. *"You watch all the recognized indicators and then some factor no one is watching comes along and distorts the whole picture.* It may be a factor no one even knows about at the time. Later you look back and see it was obvious. *At the time, however, all you can hope for is that your errors will balance each other."*

For *this* we need economists? #

Agencies Ask Us . . .

Complete Fee Remuneration Difficult for Agencies to Establish

By Kenneth Groesbeck

The Shell Oil arrangement with Ogilvy, Benson & Mather has caused a good many of our smaller agencies to wonder if this is not the solution to their payments problems. As everyone now knows, announcement was made in mid-November that the agency would take the $15,000,000 Shell account on a straight fee, stated as "25% profit on estimated costs." This profit, according to Mr. Ogilvy, compares with "about 21% for other agencies, but does not overstate the relative caliber of our services."

Kenneth Groesbeck

Cyril Martineau, advertising manager of Shell, stated that the amount paid to the agency would be larger than the commissions enjoyed by their former agency, but that the agency would take over far more work and promotional responsibility than had been previously the case, cutting the advertiser's departmental expense by something like half a million dollars.

The size of the deal rather than anything new about it caused a flood of comments, many of them completely erroneous.

■ One prominent business paper headlined that the arrangement "startled the ad world" and "threatened to upset advertising compensation arrangements that have prevailed for over 50 years." This in spite of the fact that such successful agencies as Charles Bowes of Los Angeles and San Francisco have been working on total fees for years. This presumably caused an important agency head to state that the plan "had moss on it."

This same business paper stuck its neck out by explaining that the 25% "on a marketing budget running between $35,000,000 and $40,000,000 would be split in equal parts between income taxes, profit-sharing, and net profit," not stating, however, where they got this fantastic picture both of "budget" and of what the agency was going to do with its as yet undefined and unrealized profit.

■ The advertising department of one of our greatest daily newspapers stated flatly that "the fact is, Shell will either have to make up the difference between the commissions and the fee or it will receive a rebate from the agency." This in the face of Mr. Ogilvy's statement that no adjustments whatever would be made, and that the fee was based on the agency's right or wrong estimates of costs, period.

You understand, I hope, that I am pointing out these discrepancies only to indicate that agencies must not base their own financial plans on vague reports of what others are doing, but on facts, whenever these are available.

■ The whole mess of inaccuracy starts off, I am afraid, with the vagueness of the statements made by both principals. First we have the use of the word "profit" as applying to the 25% involved. This would seem to be more accurately denominated as a "markup" on the agency costs. The base of the markup, according to Mr. Ogilvy's statement, is costs for direct and indirect salaries and overhead. What constitutes overhead is not stated. Is the so-called "profit" gross or net? Both are recognized in all agency accounting. And where in the world did Mr. Ogilvy get his "21% enjoyed by other agencies"?

The projected 25% "profit" in the arrangement stands on some costs only, of all which are likely to turn up. Charles Bowes, on the other hand, charges his clients 3.75 times direct payroll costs only. No wonder agencies get mixed up in their financial planning.

Well, enough of criticism. What about the plan itself, and can most agencies utilize it as a substitute for the commission system, with or without supplementing fees?

Theoretically, the thing is ideal. Actually, however, to make this basically correct and desirable arrangement work, you have to start with two ingredients. The first is an agency doing an outstanding job. No one would refuse this rating to OBM. The second is an attitude, on the part of the client, expressing complete trust in the agency's judgment, and a determination not to back-seat drive. As Mr. Martineau has put it, "Why keep a dog and bark yourself?"

Such a fee arrangement as this will work only if these ingredients are present. It will fail whenever either of these essentials is invalidated or lessened in the slightest degree. Any agency desiring to copy this deal must first ask itself if its particular agency-client situation contains these two essential ingredients. If it doesn't, the all-out fee deal will not work.

One cannot too highly commend the attitudes expressed by both Shell and Ogilvy, as they have been reported. Would that all agencies could ask for and deserve this method of compensation; would that all clients could be so wise.

However, we must be realistic. Most agencies are not OBM's, most clients are not Shell. What works best depends on circumstances. The commission system has its advantages; perhaps it is still indicated, as the doctors say, in some cases, as all of the agency's compensation or part of it, increased by fees where the service clearly deserves them.

Both OBM and Shell will do our business great good if they will report periodically on how the deal is working out. Obviously correct in principle, how was it implemented and adjusted at year ends?

And equally important, what do their terms mean? This thing is so big that its financial terminology will get disproportionate attention. What finally was defined as "profit"? And why? This is a real opportunity for a couple of big and advanced thinkers to establish, once and for all, what these vague and elusive financial terms really mean. Their clarification of these so-often misunderstood expressions will help the business as much as their demonstration for or against a different method of agency remuneration. #

What They're (Really) Saying . . .

—By W. H. Everett

"And if they won't increase their appropriation, ask 'em if they'll allocate funds for special promotions."

MADISON AVE. IN ABSENTIA—*"You'll find the Meade hoof print on the Helena Rubinstein commercials."*

Let Madison Ave. Shiver; Adman Meade Seems to Have It Made in Sunny Southland

CHARLOTTESVILLE, VA., Dec. 22—For years Everard W. Meade has been proving that you can have your cake and eat it too. And it looks as though he will go right on being the exception to the rule.

The 48-year-old agency man has long been fascinated with the advertising business, but he has not been sold on it enough to give it his full time and talents. Since quitting a $100,000 a year job as tv-radio boss of Young & Rubicam in 1953, Mr. Meade has managed to maintain his shiningly successful image in the tough broadcast advertising field with a couple or so days of work a week.

The rest of the time he has devoted to writing for tv and magazines; consulting, and not always with a sense of fulfillment; teaching, at the University of Virginia in Charlottesville, where he now lives, and building up his personal business interests, which now include part of a Virginia radio station.

■ Mr. Meade got his start in advertising and broadcasting in the pre-World War II days, when Fred Allen was taken by the brashness of the Benton & Bowles novice, who volunteered to write a column for him. Later, when the comedian's sponsor, Bristol-Myers, moved to Young & Rubicam, Mr. Meade recalls that he went along, "because I was the only person Fred, who didn't like strangers, would talk to." If there was a message to be passed along to the testy comic, the president of Y&R would ask Ev Meade to talk to him.

At Y&R, Mr. Meade produced a number of big name radio shows, established a reputation as a funny memo writer, and worked with a man who was to influence him greatly, Sylvester L. (Pat) Weaver Jr. They are still great friends, as are the rest of the old crowd from Y&R in those booming days of radio, but Mr. Meade says it was his wife who finally talked him into escaping from the Weaver shadow professionally. When Mr. Weaver went to American Tobacco to work for the late George Washington Hill ("Great man," says Mr. Meade), Ev Meade joined him there, and moved up when Pat left to go to war. He later followed Pat into the Navy.

■ After Mr. Hill's death they both went back to Y&R, where Mr. Meade was right hand to Mr. Weaver, head of the tv-radio department.

Television lured Mr. Weaver to NBC, where he soon climbed to the top of the ladder. Mr. Meade was tempted to go along, but he stayed at Y&R as top radio-tv vp when his wife said: "You've been following him around for years. Nobody knows whether you have any sense or not."

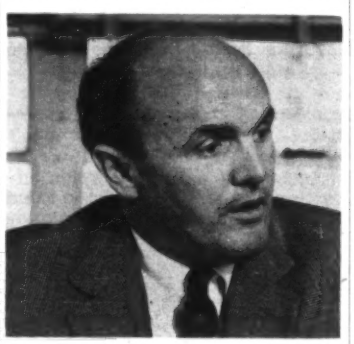
In retrospect the husband is very glad he took his wife's advice, since "I enjoyed being boss and found that it was easier than being the second guy if you have good men around you—and I did."

But by 1953 Mr. Meade had decided that he wanted to write, lecture and teach, and he retired for the first time to his native Virginia. Besides writing, lecturing and teaching, he tried selling a Civil War tv series with Dick Powell ("It was too soon and too little"), and consulting.

■ It was consulting—that is, advising Ogilvy, Benson & Mather about its tv commercials—that got him partly back to Madison Ave. in June, 1958. For a while during his two-day week he was head of tv commercial production at OBM, a new field for the programming expert. But he now says the "Meade hoof print" is visible only on the Helena Rubinstein commercials, in which "Madame Rubinstein" appears in an offstage voice with a Russian accent.

Early in October Mr. Meade hurried back to Virginia after the OBM management offered him a fulltime job.

So while Madison Ave. folk are working their long hours, Mr. Meade will be teaching five days a week—from 8 to 9:30 a.m.—at the University of Virginia's graduate school of business. And he will keep an eye on Radio Station WELK, Charlottesville, of which he is part owner.



WEAVER WAIVER—*"It's easier being boss than the second guy," says Ev Meade.*

Despite his "second retirement," the business world has not quite lost its attractiveness for him yet. WELK is making a bid for radio commercial business. Mr. Meade aims to make these sales gems for branch offices of major companies so outstanding that they will be forwarded to the head office for general use throughout the country. #

REFUGEE—*This is how Ev Meade looked after friends at Ogilvy, Benson & Mather fitted him out with carpetbag full of going away presents.*

Guide to German Imports Out

The third edition of the "Buyers Guide to Imported German Products" has been issued by the German American Chamber of Commerce, New York. The 436-page book lists 2,500 German exporters, 1,500 U.S. importers of German products and a classified index of more than 2,000 imported German products. The guide is available for $6.75 from Nordeman Publishing Co., 350 Fifth Ave., New York.

Clint Frank Names Three

Kenneth B. Karcher, assistant executive creative director, and Alfred S. Trude Jr., media director, have been elected vps of Clinton E. Frank Inc., Chicago. Mr. Karcher joined the agency in 1952; Mr. Trude joined Frank in 1958. Clinton Frank also has named John D. Kilpatrick, formerly with Edward H. Weiss & Co., an account executive.

Offers New Ad Service

Advertising literature prepacked into shoppers' check-out bags can now be arranged in supermarkets and drug stores on a national basis, according to Leon Henry Jr., president of Salesbag Promotions Inc., 17 Revere Rd., Ardsley, N.Y. About 5,000 supermarkets and drug stores throughout the U.S. are participating in the plan.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Big
Hard Core

One of our competitors told us recently:

"Your readers with youngsters in their families are the most loyal hard core of any newspaper's circulation in New York

"Your Mirror Youth Program holds them so tight that we just can't break them away!"

With 119,388 boys and girls participating in it in 1959, watched by 1,279,042 spectators, that's a pretty big hard core—the cream of the mass market.

Make
The Mirror
a MUST!

A MEDIA PLAN WITHOUT NEGRO RADIO IS LIKE HAM WITHOUT EGGS!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Negro business is important business—it can influence the sales picture of any product! Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Are Against Mixing Politics with Ad Criticism

To the Editor: Three cheers for Clyde Bedell [AA, Nov. 28] for exposing a neat bit of subversion in advertising. Take note, all admen basking in their false security, never realizing how deeply the red rats have gnawed into the foundations of Madison Ave.! I think history will regard Bedell's expose of the "Shampoo Conspiracy" as a turning point in our fight against communism.

I propose the creation of a vigilante committee with sweeping powers to stamp out subversion in advertising. Let's investigate the red cell at Charles Antell that obviously was working through a red cell at Rexall. And what about the comrades at the newspapers who accepted the ad. We might look into the *real* meaning behind retail events like "*Red* Tag Sale" and "*Red* Banner Days" and who put the red into Christmas? And what's the real story behind the success of vodka in the U. S., over good, old, red-(oops) blooded American drinks. Yes, Mr. Bedell, there's a massive job ahead of us.

But seriously, Mr. Bedell, we are in full agreement on the increasing dangers of communism, just as we agree that the Antell advertisement is somewhat misleading. But I think both issues are distinctly separate, and linking them together does disservice to the fights against both evils. Certainly, dragging in poor Mr. Antell's ad, and magnifying its significance 'way out of proportion into something approaching subversion, can only cloud the real issues. Indiscriminately using the "red" label will cloak the real culprits.

I believe that a clinical analysis of advertising, like politics, must remain coldly objective, and not a sounding board for pet peeves. Let's keep it that way, Mr. Bedell. And talking about misleading headlines, how about selling your column as a "retail advertising critique" and then, in the small print, really offering what amounts to a personal political diatribe.

Seymour Kameny,
Chairman of the Board, Kameny Associates, New York.

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To the Editor: Concerning the childish business of Mr. Bedell on the Antell "½ Price Sale" in Advertising Age, Nov. 28.

If the second one was free, they would say "Free," wouldn't they? The second one happens to be ½ price, so they say "½ Price."

Communism is getting to be a popular word. Possibly it is time to look into the "pink tooth brush" advertising.

Craig A. Carter,
Hartford, Conn.

•

To the Editor: . . . Mr. Bedell is entitled to his opinion but I violently disagree with his entire thesis.

First, this advertisement sets forth its proposal in straightforward language. There is no intent to defraud the consumer. How many advertisements have been run with a free offer? The product advertised as an associated product is free when you buy an item. The offer is usually clear and understandable.

There is no such thing as being 90% honest. A sentence is either true or false. We believe dishonest advertisers should be stopped. However, there is a big difference between deceptive advertising and a straightforward advertising message. Even a child can understand this offer.

The idea of bringing in communism from left field in a discussion of advertising principles is way off base. Antell is using an idea that has been standard practice in the drug field for years. It is recognized and accepted.

Kenneth Rader,
President, Kenneth Rader Co., New York.

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Western Union Facsimile Speeds Copy, Layout to AA

To the Editor: The Westinghouse Broadcasting Co. ad which appears on Page 43 of the Nov. 21 issue of AA, is a very interesting story.

The copy was prepared by Ketchum, MacLeod & Grove. The layout and copy were sent from New York to your Chicago office late on Thursday, Nov. 17, via Western Union Public Facsimile system. AA was able to make the insertion because of this service.

I hope that this foreshadows additional business for AA and Western Union Public Facsimile, even though I know that you people like to get your ad copy in early. . .

Seymour Margules,
Assistant Vice-President, Advertising & Sales Promotion, Western Union Telegraph Co., New York.

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Supplies 1923 Proof of Jergens' Potato Peeler

To the Editor: In your Dec. 5 issue, Italian Balm protests that Jergens lotion copies its 1954 advertising which shows a woman's hands peeling a potato.

Enclosed is a Jergens lotion advertisement of 1923 with the same appeal. Steichen took the photograph.

Was it Marie Antoinette's dressmaker who said, "There is nothing new except what is forgotten"? Or has the problem of "creativity" been around longer than we care to admit?

Howard Henderson,
J. Walter Thompson Co., New York.

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Submits 'Times' Discount Plan as 'Flexible, Practical'

To the Editor: I feel compelled to refute some of the statements made by Peter Benziger, president of Ridder-Johns, in an article which appeared on the front page of the Nov. 28 issue of Advertising Age, having to do with discount plans of daily newspapers.

Mr. Benziger criticizes the "hit or miss approach" that newspapers have taken in devising discount plans and attempts to draw a simile between this independent action and the chaos which would ensue if radio and tv stations developed unilateral discount plans. Although the electronic media are generally united in the time segments which are used, he must be aware that the actual discounts do vary considerably on a spot basis. The only unified discount structures are, of course, with network spots.

Probably my biggest quarrel with Mr. Benziger is his statement that the C.I.D. plan "comes closest to the right idea and can be modified to satisfy almost any requirement without destroying the only important element of the problem . . ."

We examined the C.I.D. plan very carefully before developing our own program for the *Los Angeles Times*, but decided against it because we did not believe it afforded the national advertiser the flexibility he requires. Getting an advertiser who has been using newspapers in a rather sporadic fashion to suddenly run ads 12 out of 13 weeks seems to us to be a *pretty* big mouthful to take in one bite. Also, unless the same size ad is run during each of those weeks, the C.I.D. discount structure could get rather complicated.

If Mr. Benziger will study the *Times'* plan, he will find it embraces a degree of flexibility that not only appeals to national advertisers but is downright essential if it is to complement their own sales efforts.

26-WEEK CONTRACT

Minimum Frequency	Volume	% of Discount
6	6,000 lines	2%
	9,000 lines	3
	12,000 lines	4
	6 full pages	6
12	12,000 lines	4
	18,000 lines	5
	24,000 lines	6
	12 full pages	10
24	24,000 lines	6
	36,000 lines	7
	50,000 lines	8
	24 full pages	15

Under the *Times'* plan an advertiser may vary the size and frequency of his insertion depending upon the importance and intensity of his sales campaign. It provides him with maximum advertising support when he needs it most. This is especially helpful to advertisers whose products are seasonal or subject to product or design changes at frequent intervals.

Robert D. Nelson,
Marketing Manager, *Los Angeles Times*, Los Angeles.

• • •

He Says Report on His Speech Was Wide of Mark

To the Editor: In your Nov. 18 report of a talk I made recently before a DMAA workshop, the date was slightly off. It was Nov. 15th, not the 22nd.

However, the rest of the report was much wider of the mark, to my embarrassment. For some reason, everything I praised as good, from in-character direct mail format to the classic simplicity and fitness of a London taxi, came out as something I had "lampooned." Because we are great admirers here of the direct mail put out by the following organizations, may I use your pages to assure *The New Yorker*, the *London Times*, the *Wall Street Journal*, *Holiday*, the *Bulletin of the Atomic Scientists* and the Ohio State Penitentiary that my lampoon would never be raised against them. But don't let that reporter of yours get within reach of its point, until the red dies out of my eyes.

The idea I hoped to stress was that "beauty" per se in direct mail format should be secondary to looking like one's self, which all the above did in the samples we showed. Beautifully, too.

Frank H. Johnson,
American Heritage Publishing Co., New York.

AA's reporter responds:
"I am reminded of the occasion when Neville Cardus, former music critic of the Manchester Guardian, was rapped for having reported that at a certain concert the violinist had played a certain melody in A flat. The violinist replied that he had actually played a different piece, the melody in C. I feel that in this case I have to echo Mr. Cardus' rejoinder: 'From where I was sitting, it sounded like the melody in A flat.' Beautifully, too."

• • •

'Big Guys' Have Stake in Organized Advertising, He Says

To the Editor: I want to congratulate you on the editorial "Little Guys Can Help" in the Dec. 12 issue of Advertising Age.

Working with advertising clubs over the Southwest during the past 15 years, and working nationally with AFA, I have been appalled by the lack of interest demonstrated by some of the larger advertisers and agency operators in organized advertising.

My contention is that we all have a stake in this business. The "little guy's" stake is big to him because it is his livelihood. The same is true of the big operator.

Despite our fine activity in Dallas and Houston and other cities in the Southwest, we still need to attract and hold the active interest of people who can command the attention and interest of major executives. Ad club work should not be shunted on to apprentice copywriters and production men.

I am passing this editorial on to our Dallas Ad League membership committee. Today no individual in advertising is too big to take part in organized activity. Some are too busy, and those are the people we need to wake up. I hope your editorial does just that.

T. J. McHale,
Second Lt. Governor, Southwest (10th) District, Advertising Federation of America, Dallas.

•

To the Editor: Thanks from all of us who believe in making ad clubs stronger for the fine editorial you did in this week's issue of your publication. I couldn't agree with you more.

Some day you might want to do a continuing series on the better ad clubs of the country, pointing up some of their projects and the things they are doing for the betterment of advertising. Local advertisers are not the only beneficiaries of these efforts—the national advertiser automatically gets a free ride on these good deeds.

James Fish,
Chairman, Advertising Federation of America, Minneapolis.

• • •

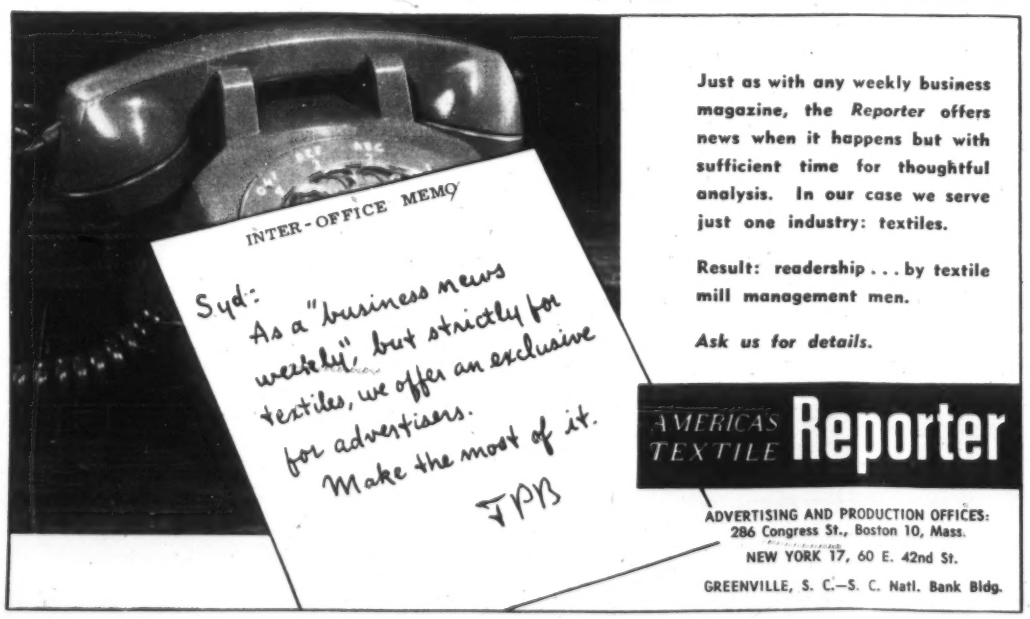
Specimen Sheets Available to Type Directors

To the Editor: It was with great interest that we read Kenneth B. Butler's Nov. 28 article, "Europeans Fill Our Void in Type Production."

AWT has always felt that American type faces were not keeping stride with the creativity expressed abroad. We decided to help change this situation back in 1952, when we introduced for the first time in the U. S. such type faces as Modern No. 20, Sans Serif, Latin Wide, followed by such others as Roman

ADVERTISEMENT

Men Who Want To Sell the sweet Vermont market can do it easily and economically with just one order, bill, buy! Use the VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Get details today! write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. *Sales Management figures.


INTER-OFFICE MEMO
Syd:
As a "business news weekly" but strictly for textiles, we offer an exclusive for advertisers.
Make the most of it.
JPB

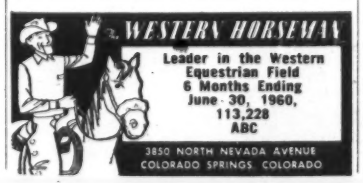
Just as with any weekly business magazine, the *Reporter* offers news when it happens but with sufficient time for thoughtful analysis. In our case we serve just one industry: textiles.

Result: readership . . . by textile mill management men.

Ask us for details.

AMERICAS TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Natl. Bank Bldg.



Compressed No. 3, Times Roman series, Union Pearl, the immensely popular Consort family, and the revival of the Britannic series.

We are indeed proud to represent Stephenson-Blake, the oldest type founders in the world with an ancestry dating back to 1477. Yes, we do have a beautiful as well as large selection of brochures, specimen sheets, etc., available free to any type director.

We would like to point out though . . . Third St. could no longer hold our ever-increasing inventory of Stephenson-Blake foundry faces. In 1957 we moved to our present location, 42-25 Ninth St., Long Island City.

Rube Mandel,
American Wood Type Mfg. Co., Long Island City, N. Y.

• • •

Urges Fund to Distribute Britt's Book to Ad Critics

To the Editor: Why wouldn't it be a good idea for the Advertising Council, the Advertising Federation of America, the Assn. of National Advertisers, the Assn. of Industrial Advertisers, the American Assn. of Advertising Agencies and a variety of other marketing and advertising associations to build a fund with which to purchase several thousand copies of Dr. Steuart Henderson Britt's excellent book, "The Spenders"?

Such copies could then be distributed to governmental officials throughout the country, as well as other detractors of the role of advertising. It would be small cost to tell "the other side of the story."

Richard C. Christian,
President, Marsteller, Rickard, Gebhardt & Reed, Chicago.

• • •

Follows Up Parke, Davis' Action on 'Life' Schedule

To the Editor: Attached is a copy of a letter to H. J. Loynd, president of Parke, Davis & Co., pertaining to a story on Page 6 of the Dec. 5 issue of your publication, and of possible interest to you.

E. L. Henderson,
President, Business News Publishing Co., Detroit.

•

Dear Mr. Loynd: After reading the story in Ad Age for Dec. 5, Page 6, I feel compelled to invite your attention to a publishing phenomenon which I know you must recognize, but which you may have missed in making the decision not to advertise in *Life*.

If all publishers slanted their news and feature stories to suit the policies of advertisers, you would find few publications in which you would care to invest Parke, Davis advertising money.

The strength of publishing lies in vigorous independence—not in yielding to well-intentioned, but misdirected, wishes of advertisers.

While you have no intention of "dictating" to *Life* magazine, withholding your advertising as alleged in the AA article is, nevertheless, a step in that direction.

E. L. Henderson,
President.

• • •

Advertisers Hurt Industry With Disparaging Copy

To the Editor: Quite frequently in local radio advertising promotions you hear the statement "This is not just another ad, this is the truth."

We realize this is very poor public relations for advertising but excuse it as having come from an overzealous local advertiser or an apprentice radio copy writer without the direction and guidance of a reputable advertising agency.

However, when we hear on radio a similar statement by a large national advertiser placed through a well known agency, it gives us cause for great concern.

Recently, I was shocked to hear a radio commercial for Chun King Chow Mein along this similar line. Apparently the client was talking to its advertising manager or agency—the conversation went something like this:

Advertising Manager: How many people have tried this product?

Client: About 5%.

AM: Only 5%? You want me to tell the public this?

Client: Yes! Let's have some truth in advertising for a change.

Lately there have been pages in your publication and other advertising trade papers regarding "Truth in Advertising."

The AFA recently published a booklet "Advertising Truth Book" on this very important subject.

However, all this effort will go for naught if advertisers continue to make statements like the one illustrated here.

What can be done about it? What can we do to stop advertisers from disparaging the vehicle they rely on to promote their products in the eyes of the public.

Little wonder that many consumers doubt the veracity of advertising statements and no one can be blamed but the advertisers themselves.

Let's do something about it.

Paul Ahern Kelly,
Partner, Kelly & Lamb, Columbus.

• • •

This Commuter Did Well on Bread Sampling

To the Editor: May I be permitted to comment on the interesting and well written article on Monks' bread sampling in your issue of Nov. 28?

At the end of the story a commuter, undoubtedly facetiously (or perhaps it was your reporter's idea) stated, "Well, you've got a Catholic administration in Washington now; you've got to expect things like this." Although this appears like an amusing crack, this thought, if shared by other and literal minded citizens, should be clarified.

Of course, as a vast majority of people realize, there is no such thing as a "Catholic administration" in Washington or any other city. During the next four years the administration will be Democratic, for as President-elect Kennedy has said, "I am not the Catholic candidate; I am the Democratic candidate who just happens to be a Catholic." Just as Mr. Nixon, a member of a Republican administration, chances to be a Quaker.

But getting back to Monks' bread . . . it is indeed a wonderful and unusual product, so different from ordinary bread. I should know! I sneaked three extra samples before leaving my train at Greenwich.

Richard Jackson,
Greenwich, Conn.

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Cases (Brief and Attache) Converse in Ad

To the Editor: Once again, your publication proves the point that advertisements are more up to date than news features.

Witness your story on Page 26 of the Nov. 28 issue of Advertising Age that tells the account of an attaché case with a built-in microphone that only records conversations.

Now, turn to Page 32 of the same issue, where an ad for National Yellow Pages Service features not only a talking attaché case but a talking briefcase as well.

George B. Roth,
Advertising and Sales Promotion Manager, Rival Mfg. Co., Kansas City, Mo.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Electric Appliance Service News

505 N. LaSalle St., Chicago 10, Ill.

*Here's a flash, buddy! Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2

ADVERTISEMENT

SPACE BUYER after space buyer have found it easy and economical to cover the sweet Vermont market with just one order, one bill, one buy . . . using the Vermont Allied Dailies, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

Baxter Chevins Cunningham Chase West

ROUND TABLE—*Rimming the conference table during a two-hour question and answer huddle with students from Fairleigh Dickinson College, Rutherford, N.J., are top Cunningham & Walsh execs Richard Baxter, Anthony Chevins, John P. Cunningham, Ned Chase, and Jackie West. The agency's Youth Forum was the latest in a series designed to inform the young people of agency and advertising operations.*

Some say this season is just for children—

BUT doesn't almost all humanity find richly satisfying joy in exchanging tokens of friendship and good will this holiday season? It's the anniversary of the holy night when a message of "peace on earth, good will toward men" was given to the world. For two thousand years the spirit of that message has come alive during this season, and with a selflessness perhaps too little in evidence throughout the year, we give expression to our feelings of good will, and voice our hopes for the well being of our fellow men.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

College Students Throw Curves at C&W Executives

NEW YORK, Dec. 20—Are copywriters with screwball ideas tolerated by their ad agency bosses?

Do Madison Ave. doctors really thrive on admen's ulcers?

These and other similarly pointed questions were posed here by a group of college students attending a youth forum conducted by Cunningham & Walsh.

The youth-wants-to-know session, latest in a series of college kaffeeklatches sponsored by C&W, involved a walking tour of agency departments and a two-hour question and answer session in which some 35 students from Fairleigh Dickinson College bounced queries off some of the shop's top executives.

■ Some samples:

Q. Is it okay for copywriters to have screwball ideas?

A. Perfectly okay.

Q. It is said the doctors on Madison Ave. get rich off fees from people in advertising who develop ulcers. Is it such a high pressure business?

A. Any business that deals in personal services is a pressure business. In advertising, there are constant changes and—since there are many different kinds of clients—there are many different kinds of problems. As for ulcers, statistics show the highest incidence of ulcers is among cab drivers and bus drivers. There are also ulcers in advertising—as well as a lot of satisfaction and a lot of fun.

Q. What is the general feeling among advertising people about subliminal advertising?

A. We are against it. However, we are against something that doesn't exist. When the subliminal idea was launched, the Advertising Research Bureau threw out the tests. It is an invasion of privacy and could be a very bad thing politically. Actually, "subliminal" was never recognized as advertising.

Q. Does an agency influence the amount of advertising a client does?

A. If we think an investment is necessary, we show why it is. On the other hand, we have recommended cutting or dropping the advertising on a certain product if the product—or the market situation—is not right.

■ Following the question and answer session, the students were taken on a tour of C&W's offices. Their guides included John P. Cunningham, board chairman; Richard Baxter, vp in charge of research; Anthony Chevins, senior vp and creative director; Ned Chase, vp and assistant public relations director; Jackie West, vp and associate creative director; and Jerome Feniger, vp in charge of radio-tv programming for the agency.

■ At a joint meeting of St. Louis adclubs last month, Mr. Cunningham, in outlining the agency's youth-oriented effort, said that admen's biggest fault is that they are human beings who have inherent in them all the tendencies to over-enthusiasm, exaggeration and grandiloquence that exist in the remainder of the human race.

That's the basic idea that C&W executives try to implant in the minds of young critics they meet at the forums, he said.

This direct attack on popular misconceptions about advertising, reaching each time a few hundred potential critics face to face, achieves more for advertising than dozens of speeches admen make to each other, Mr. Cunningham said.

He expressed the hope that other agencies and also adclubs will undertake similar programs to meet critical groups face to face in question and answer sessions.

■ Concerned with the problem of finding a way to correct at least in part the unfavorable public image advertising is getting due to attacks in fiction and supposedly factual books that contain "more fiction than fact," C&W executives ran into the "answer" by chance, Mr. Cunningham said.

While entertaining the senior class of a prominent New York preparatory school, agency executives decided to let the youngsters shoot questions at them. The results were so "gratifying" that C&W embarked on the present series of youth forums. #

WATCH THIS—*Storyboards and pastepots clutter the work table of Charles Lavery, radio-tv account exec for Cunningham & Walsh, as he explains how b&w drawings wind up as tv spots on the home screen. College students attending C&W's latest Youth Forum were critical of most of tv's offerings.*

Food Advertising Returns

An analysis of coupon returns for five food advertisers in four New York papers shows:

The Mirror		Three Evening Papers		
Per Cent Total Cost	17.2	16.4	19.1	13.1
Per Cent Total Returns	20.5	9.6	13.2	10.5
Per Cent Total Circ.	21.8	14.5	11.5	8.4
Average Cost per Coupon	$1.41	$2.83	$2.41	$2.06

If you are advertising grocery products in the New York market

Make The Mirror a MUST!

KAPI Raises Rates

KAPI, Pueblo, Colo., radio station, has issued a new rate card effective Jan. 1. One-time rate for five minutes goes from $11 to $11.75. KAPI said a single rate will apply for local, regional and national business, and that its entire programming will be in Spanish.

Thomas Cox to Wilson, Haight

Thomas R. Cox Jr., with Young & Rubicam for 13 years, has joined Wilson, Haight & Welch, Hartford, Conn., as vp and a member of the management committee and plans board.

American Heart Assn. Protests Wesson Oil Ads on Fats in Diet

CHICAGO, Dec. 23—The cholesterol controversy continued unabated this week as the American Heart Assn. filed a vigorous protest with Wesson Oil concerning its newspaper ads on poly-unsaturated fats (AA, Dec. 19), and the Nutrition Foundation issued a report condemning "scarehead" comments about fat in the diet.

The AHA told ADVERTISING AGE this week: "The American Heart Assn. has a firm policy against approving or endorsing any commercial product. The association has communicated with the manufacturer of Wesson Oil protesting vigorously against the use of its statement on dietary fat and its relation to heart attacks and strokes for commercial advertising purposes."

The letter to Wesson was written by Dr. Ogelsby Paul, of Chicago, president of the heart association.

Wesson Oil & Snowdrift Sales Corp., New Orleans, ran ads in about 50 or 60 markets earlier this month. It reported on the AHA statements and said that Wesson Oil "meets all requirements of the American Heart Assn. for poly-unsaturated oil."

■ In New York, meanwhile, the fires were kept burning by the Nutrition Foundation, which sent a report to its 68-member board of trustees Dec. 21 cautioning against sudden radical changes in food diet, pointing out that the case for cholesterol is far from proven and cautioning against undue alarm caused by "scareheads about fat and cholesterol."

The Nutrition Foundation, privately financed by the food industry, issued a progress report on a five-year study among 26 universities concentrating on fats in the diet and their relationships to human health.

It was stressed that nutrition research has not yet, in the opinion of many scientists, "proven a specific relationship between blood cholesterol, dietary fats and atherosclerosis, heart attacks and strokes."

Reach, McClinton Gets Ansco, Ozalid

NEW YORK, Dec. 22—General Aniline & Film Corp., confirming a report in the Dec. 12 issue of ADVERTISING AGE, has named Reach, McClinton & Co. to handle advertising for the Ansco Photographic products and Ozalid Copy Press divisions. The total account has billed $1,700,000, of which $500,000 was for Ozalid. However, General Aniline has talked to Reach, McClinton in terms of a 1961 expenditure of $2,000,000.

■ The company's decision to appoint Reach, McClinton came after two months of reviewing presentations from at least half a dozen agencies.

Agencies seeking the account, which was resigned by Benton & Bowles in October, were required to have billings of $25,000,000 and to answer an extensive questionnaire on agency operations. The questionnaire was published in full in AA's Nov. 28 issue. #

WNEW Appoints James Grau

James W. Grau, previously sales promotion and advertising supervisor of WABC, New York, has been named to the new post of promotion and advertising manager of WNEW, New York.

O'Meara to 'Reader's Digest'

Donn O'Meara, formerly with Young & Rubicam's Caracas office, has joined the *Reader's Digest* to handle U. S. promotion for the international editions.

Last Minute News Flashes

Sampson-Miller Account Shifts to F&S&R

PITTSBURGH, Dec. 23—Fuller & Smith & Ross has been named the agency for Sampson-Miller Associated Co., which includes Sampson Bros., land developer and builder. The account, switched from Smith & Armbruster, will be boosted to about $250,000 (including capitalized fees). Sampson-Miller issued public stock about a month ago and intends expanding operations beyond Pittsburgh. Lando Advertising, Smith & Armbruster and James A. Stewart Co. also made presentations.

Porter Shifts 2 Accounts to Ketchum from D'Arcy

PITTSBURGH, Dec. 23—H. K. Porter Co. has shifted again. After less than three months with D'Arcy Advertising Co., the corporate account has been switched to Ketchum, MacLeod & Grove. KM&G also gets another D'Arcy account, Patterson-Sargent Paint Co., a Porter subsidiary.

Titans Buck Giants; Other Late News

• **The Titans**, New York's new professional football team, has decided to buck the tv competition of the football Giants next season with the Titan home games to be switched from Friday night to Sunday afternoon at the Polo Grounds. The Giants, for their part, again will be up against tv competition from the Titans for the box office take at Giant home games.

• **Fitzpatrick Bros.**, Chicago, has named Tobias, O'Neil & Gallay to handle advertising for Kitchen Klenzer and Kitchen Blue detergent. Former agency of record is Lloyd M. Rosenow Inc., but the account has been relatively inactive. A spot tv campaign is set for the first week in January, and Fitzpatrick plans to put about $50,000 into spot tv next year.

• **Walter Jahn**, formerly vp in charge of marketing of Schenley Industries, is leaving the company to become president of two wholesale liquor distributing houses, Erie Liquor Co., Buffalo, and Ontario Liquor Distributors, Rochester. Mr. Jahn reportedly relinquished his responsibilities several months ago. No successor to the title has been designated. The companies he will head, beginning Jan. 3, hold Schenley franchises. Two Schenley colleagues will join his company: Harvey Chaplin, formerly assistant marketing director, and Edward Brudner, formerly assistant divisional sales manager.

• **Stewarts Private Blend Coffee Co.**, Chicago, has named Presba-Muench Inc., Chicago, to handle its advertising, effective Jan. 1. Stewarts has set an ad budget of $200,000 for 1961. Roche, Rickerd & Cleary, Chicago, is the former agency.

• **Fladell, Harris & Breitner**, New York, an outgrowth of Fladell, Harris Advertising, formed about a year ago, has been organized at 40 E. 49th St. President is Harold Breitner, formerly with Wesley Associates. Ernest Fladell is vp in charge of creative services, and Leslie A. Harris, administrative head of the agency, is vp and media director.

• **John N. Gilvey**, promotional supervisor with Colgate-Palmolive Co., will join David J. Mendelsohn Advertising Jan. 1 as vp and member of the plans board.

• **Willard (Bill) Pleuthner** has resigned as a vp of Batten, Barton, Durstine & Osborn to join Management & Marketing Audits, also as a vp. Mr. Pleuthner, whose official title at BBDO was vp in charge of communications of the marketing department, was also listed by the agency as vp in charge of "brainstorming."

• **Lestoil Products** (Sackel-Jackson Co.) is testing its new Lestoil instant spray starch with spot tv in Boston and Providence. Results have been good, but the company has not decided when the new product will be offered in other markets. The company also is test marketing a new odorless formula for Lestoil all-purpose detergent, using tv and newspapers in Maine.

• **Basic Products Corp.**, Milwaukee, has consolidated its advertising and that of its divisions in one agency, Klau-Van Pietersom-Dunlap. This gives KVPD, the parent company, formerly handled by Cramer-Krasselt, and its Sola Electric (formerly at Sidney Clayton & Associates), Hevi-Duty Electric (formerly at Bert S. Gittins Advertising) and Anchor Mfg. divisions, as well as the Froedtert Malt Corp. division, which it already handles.

• **Lever Bros.** said Friday (Dec. 23) that "statements in the advertising and on the label of its Summer County margarine with respect to the high nutritional value of the product are neither misleading nor contrary to fact, as charged by the Food & Drug Administration. Lever is confident that it will prove that Summer County margarine has a greater nutrient content than butter and will establish the accuracy of its advertising and labeling." The FDA Dec. 15 seized shipments of Summer County and Kraft Foods' Parkay, charging deceptive labeling (AA, Dec. 19). Kraft indicated it would comment later on the FDA's action.

• **Philip Lukin**, exec vp of Lawrence Fertig & Co., New York, has been elected the agency's president, succeeding Lawrence Fertig, who remains board chairman and treasurer.

• **William B. Templeton** has resigned as vp and director of the radio-tv department of Cunningham & Walsh, New York, effective in February.

• **Scott Paper Co.**, Chester, Pa., announced it will take to court a Federal Trade Commission decision ordering it to divest itself of three paper companies acquired in 1951 and 1954 (*see story on Page 1*). Scott said (1) It believes its acquisitions did not violate the law, (2) that a hearing examiner had twice ordered the complaint dismissed and (3) the FTC decision "is in error in its conclusions, decision and order."

• **Leo Burnett Co.**, Chicago, has elected Edward M. Thiele, vp and a director, exec vp in the agency's client service division. Burnett also has named John C. Ianiri, account supervisor, a vp, and elected four vps to the board: Robert G. Everett and Roy Lang, of the client service division; John Matthews, associate copy director; and Don Tennant, head of the tv commercial department.

• **Washington National Insurance Co.**, Evanston, Ill., is seeking an advertising agency and has mailed out a two-page questionnaire to a number of agencies. Frank C. Elston is director of sales promotion and publications for the company.

California Savings & Loan Groups Spend $14,500,000 on Ads

(*Continued from Page 2*)

extra services, like the use of high dividend rates and mass advertising," authors of the study declare, "arises from the scarcity of savings relative to the continued high demand for mortgage loan funds.

"The gifts are also prompted by the growth policies of different associations and, in addition, allow some indirect flexibility in the announced dividend or interest rates on savings.

"One of the features which distinguish modern savings and loan associations," the study continues, "is the use of mass media advertising to attract savings accounts.

"The attention of the general public and regulatory agencies has been attracted by the size, frequency and dollar expenditures on advertising, and also, in recent months, by the increased offering of premiums or gifts."

■ The report does not deal with the "broad question" of whether advertising is justified economically or philosophically. "Since advertising is used by savings and loan associations, however, some of its dimensions and characteristics are reported upon."

No research evidence was sought to indicate whether advertising "helps the economy, increases savings, expands business for the 221 reporting associations or affects the public's image of the industry."

Of the total $14,500,000 spent on advertising during 1959, the 131 reporting associations in Southern California spent $11,800,000 and the total advertising expenditures included the costs of time, space, talent and materials associated with advertising in radio, tv, newspapers, magazines, signs, circulars, pamphlets, letterheads, premiums, etc.

The total did not include expenses of the advertising departments of the various associations.

■ "In general," the report stated, "the advertising expenditures of associations both in the northern and southern sections of California represented about the same proportion of assets, 0.17%.

"Out-of-state advertising expenditures totaled $610,000, or $4.2% of the total, and the greatest use of out-of-state advertising was made by federally chartered associations in Southern California, which allocated 6.9% of their total advertising budgets for this purpose. Northern California associations spent less than one per cent of their ad budgets on out-of-state media.

■ "The Southern California associations spent $646,000, in addition, on premiums or gifts during January and February of 1960.

"Relatively speaking, small state chartered associations, with less than $10,000,000 in assets, spent more money on advertising (0.26% to 0.28% of assets) than did the larger state chartered associations (0.13% to 0.23% of assets).

"In dollar terms, however, the picture is reversed and the average advertising expenditure per state chartered association with less than $5,000,000 in assets was less than $7,000 while it was almost $488,500 per association among the four with $200,000,000 or more in assets.

■ "The greatest emphasis on out-of-state advertising was found among the four state chartered associations with $100,000,000 to $199,900,000 in assets, which allocated an average of 7.7% of their 1959 advertising budgets to advertising outside of California." #

Commerce Dept. Boosts Highway Sign Size Limit

WASHINGTON, Dec. 23—Retiring Commerce Secretary Frederick Mueller announced today that his department is considering a proposal to modify anti-billboard rules for the interstate highway system so that maximum sign size is increased from 150 sq. ft. to 300 sq. ft.

The announcement is the first concession from the Commerce Department since former Secretary Sinclair Weeks drafted stringent regulations in mid-1958, which specify that the limited number of signs permitted within 660' of the new highways must not be more than 20' in length, width and height or 150 sq. ft. in area.

■ In announcing the proposal, Secretary Mueller fixed Jan. 17 as the deadline for comments. Since he leaves office Jan. 20, the final outcome will rest with his successor, Gov. Luther Hodges (N.C.).

The outdoor industry got some relief from the tough billboard rules when Congress, in mid-1959, passed legislation which prevents the Commerce Department from enforcing its tough standards in non-rural areas. The industry has been indignant at the 150 sq. ft. limitations because this bars standard-size billboards, and has the tendency to encourage municipal zoning boards throughout the country to use a similar yardstick. The industry has also contended that small signs are a hazard since they are difficult to read.

No change was proposed in the portion of the regulations which bans signs devoted solely to the promotion of brand name. Advertisers, who are authorized to erect signs under the rule, include: (1) Establishments within 12 air miles of the highway; (2) individuals offering property for sale along the highway; and (3) businesses which have information "of specific interest to the traveling public." #

'Milwaukee Journal' Hikes Rates, Sets Bulk Discount Plan

MILWAUKEE, Dec. 21—The *Milwaukee Journal* has boosted its national advertising rate and at the same time adopted a bulk discount plan for national advertisers, which will become effective Jan. 1.

This will mark the first time that the *Journal* has offered discounts to national accounts for bulk linage run, although the newspaper for some time has had frequency discounts for national advertisers for r.o.p. color units.

The *Journal* has increased the base rate for national advertising from 80¢ per line to 95¢ daily, and from 90¢ to $1 for Sunday. Bulk discounts for space used within one year will range from 6% for 1,000 lines to 18% for 100,000 lines.

Page discounts range from 8% for one full-page unit used within one year to 20% for 50 full-page units. Yearly contracts filed before March 1, 1961, will be given 12 months' rate protection. There are no requirements for frequency of insertions or uniformity of space.

■ Meanwhile, the *Arkansas Gazette*, Little Rock, and the *Clarion-Ledger* and *Jackson News*, Jackson, Miss., are the three latest newspapers to adopt C-I-D plans. The *Gazette's* C-I-D plan, effective Jan. 1, will provide discounts of up to 13% for national advertisers who control a 13, 26, 39 or 52-week ad cycle. The *Clarion-Ledger* and *News* plan, effective Feb. 1, provides for discounts up to 16%. #

Soap, Detergent Sales–1953-1957

Source: A. C. Nielsen Co. Data

Procter & Gamble Co.

	1953	1954	1955	1956	1957
Tide	$137,507,000	$147,595,000	$158,168,000	$169,927,000	$179,817,000
Cheer	58,244,000	62,873,000	65,415,000	65,188,000	71,020,000
Oxydol Synth.	24,859,000	24,848,000	20,560,000	28,455,000	31,039,000
Dash	———	501,000	2,038,000	16,714,000	22,068,000
Blue Dot Duz	———	———	———	———	9,305,000
Duz	26,228,000	23,641,000	20,105,000	17,989,000	15,093,000
Oxydol Soap	2,449,000	130,000	Discontinued		
Dreft	17,255,000	14,312,000	17,749,000	17,025,000	15,549,000
Ivory Flakes	10,270,000	10,770,000	10,677,000	10,736,000	11,279,000
Ivory Snow	19,120,000	21,170,000	22,815,000	25,152,000	26,190,000
Joy	18,980,000	17,759,000	19,485,000	24,764,000	32,804,000

Lever Bros.

	1953	1954	1955	1956	1957
Rinso Synth.	$ 1,811,000	$ 10,174,000	$ 21,835,000	———	———
Rinso Blue	———	———	———	$ 24,660,000	$ 23,566,000
Surf	24,100,000	24,671,000	18,544,000	15,623,000	13,502,000
Breeze	19,022,000	21,450,000	21,195,000	20,225,000	22,582,000
Silver Dust Blue	———	———	3,086,000	11,672,000	13,830,000
Vim	———	———	676,000	———	———
Rinso Soap	18,286,000	13,609,000	9,540,000	6,758,000	4,377,000
Silver Dust	13,648,000	11,897,000	7,694,000	563,000	57,000
Lux Flakes	6,206,000	6,523,000	6,469,000	6,320,000	5,418,000
Wisk	———	———	———	12,027,000	21,612,000
Lux Liquid	2,495,000	16,166,000	26,077,000	35,351,000	40,351,000

Colgate-Palmolive Co.

	1953	1954	1955	1956	1957
Super Suds Syn.	$ 647,000	$ 3,010,000	$ 2,798,000	———	———
Fab	44,144,000	50,286,000	52,672,000	$ 50,490,000	$ 44,371,000
Ad	———	———	5,300,000	10,375,000	9,222,000
Super Suds Soap	3,926,000	1,266,000	190,000	———	———
Vel	17,837,000	17,232,000	17,768,000	15,210,000	13,103,000
Vel Liquid	———	———	———	7,658,000	12,913,000

Monsanto Chemical Co.

	1953	1954	1955	1956	1957
All (Regular, Condensed, Fluffy)	$11,280,000	$27,909,000	$35,111,000	$33,582,000	$35,085,000

Note: The 1957 total includes Monsanto sales until May 22, 1957, and Lever from May 23 through Dec. 31, 1957.

Babbitt

	1953	1954
Glim	$456,000	$1,754,000

Fels

	1956	1957
Instant Fels Naphtha	$3,833,000	$11,255,000

Purex

	1953	1954	1955	1956	1957
Trend	$ 8,020,000	$10,099,000	$12,196,000	$13,037,000	$13,354,000

Soaps, Heavy Duty Detergents' Market Share: '53-'58

Source: A. C. Nielsen Co. Data

		1953		1954		1955		1956		1957		Jan. 15 - July 15 1958	
		% of Packaged Heavy Duty Detergents	% of All Packaged Detergents	% of Packaged Heavy Duty Detergents	% of All Packaged Detergents	% of Packaged Heavy Duty Detergents	% of All Packaged Detergents	% of Packaged Heavy Duty Detergents	% of All Packaged Detergents	% of Packaged Heavy Duty Detergents	% of All Packaged Detergents	% of Packaged Heavy Duty Detergents	% of All Packaged Detergents
Lever Brothers:	Rinso Synthetic 1/	0.4	0.3	2.2	1.8	4.6	3.5	4.5 2/	3.5 2/	4.0 2/	3.1 2/	3.4 2/	2.7 2/
	Surf	5.7	4.6	5.4	4.3	3.9	3.0	2.9	2.2	2.3	1.8	1.8	1.5
	Breeze	4.5	3.6	4.7	3.7	4.4	3.4	3.7	2.9	3.8	3.0	3.7	3.0
	Silver Dust Blue	KNM 3/	KNM 3/	KNM 3/	KNM 3/	0.6	0.5	2.2	1.7	2.3	1.8	2.1	1.7
	Vim	KNM 3/	KNM 3/	-	-	0.1	0.1	-	-	-	-	-	-
	Rinso	KNM 3/	KNM 3/	KNM 3/	KNM 3/	KNM 3/	KNM 3/	-	-	-	-	-	-
	Wisk	KNM 3/	KNM 3/	KNM 3/	KNM 3/	KNM 3/	KNM 3/	2.2	1.7	3.7	2.8	3.9	3.2
	Rinso Soap	4.3	3.9	3.0	2.4	2.0	1.5	1.2 4/	1.0 4/	0.7	0.6	-	-
	Silver Dust Soap	3.2	2.6	2.6	2.1	1.6	1.2	0.1	0.1	0.0	0.0	KNM 3/	KNM 3/
Procter & Gamble:	Tide	32.6	26.2	32.4	25.7	33.0	25.5	31.3	24.3	30.5	23.6	28.5	22.8
	Cheer	13.8	11.1	13.8	11.0	13.7	10.5	12.0	9.3	12.0	9.3	11.5	9.2
	Oxydol Synthetic	5.9	4.7	5.4	4.3	4.3	3.3	5.2	4.1	5.3	4.1	-	-
	Dash	KNM 3/	KNM 3/	0.1	0.1	0.4	0.3	3.1	2.4	3.7	2.9	3.5	2.8
	Blue Dot Duz	-	-	-	-	-	-	-	-	1.6	1.2	-	-
	Duz Soap	6.2	5.0	5.2	4.1	4.2	3.2	3.3	2.6	2.6	2.0	-	-
	Oxydol Soap	0.6	0.5	0.0	0.0	-	-	-	-	-	-	-	-
Colgate:	Super Suds Soap	0.9	0.7	0.3	0.2	0.0	0.0	-	-	-	-	-	-
	Super Suds Synthetic	0.2	0.1	0.7	0.5	0.6	0.5	-	-	-	-	-	-
	Fab	10.5	8.4	11.0	8.8	11.0	8.5	9.3	7.2	7.5	5.8	-	-
	Ad	KNM 3/	KNM 3/	-	-	1.1	0.9	1.9	1.5	1.6	1.2	1.6	1.2
Monsanto:	Condensed "all" 5/	2.7	2.2	6.1	4.9	7.3	5.7	6.2	4.8	6.0	4.6	4.1	3.3
	Fluffy "all"	KNM 3/	KNM 3/	-	-	-	-	-	-	-	-	1.3	1.0
Fels:	Instant Fels Naphtha	-			-	-		0.7	0.5	1.9	1.5	-	-
All Other Heavy Duty Detergents 6/		8.4	6.8	7.1	5.7	7.1	5.5	10.1	7.8	10.5	8.1	34.6	27.7

1/ Plaintiff presently believes that in 1953 this term refers to Rinso White Detergent, and that in 1954 and 1955 it refers to Rinso Blue. Plaintiff is without knowledge sufficient to form a belief as to whether sales of Rinso White Detergent are included in the figures reported for Rinso Synthetic in 1954 and 1955.

2/ In 1956 through 1958, this product was reported as Rinso Blue.

3/ KNM -- Known to plaintiff not to have been marketed.

4/ Reported as "Rinso Blue" under heading "Heavy Duty Soaps" in 1956.

5/ Reported as "all", 1953 through 1957. Plaintiff believes that sales of Fluffy "all" and Wringer Washer "all" may be included in the "all" figure, in the years prior to 1958 in which Fluffy "all" and Wringer Washer "all" were marketed.

Justice Department Bares Share of Market, Sales Figures of Soap Giants

(Continued from Page 1)

government is seeking to prove that the addition of Monsanto's All line to Lever's extensive detergent lineup may give the soap giant "a decisive competitive advantage over many of its smaller competitors" who cannot offer a comparable product group. As a result, says the government, competitors might be penalized by being unable to offer such things as carload prices, and multiple couponing, and could not spread the cost of their advertising, increase their in-store shelf space or spread overhead in a manner comparable with Lever.

■ Here are some of the sales highlights:

• **Procter & Gamble**—Between 1953 and 1957, Tide's estimated sales went from $137,507,000 to $179,817,000; Cheer went from $58,244,000 to $71,020,000; Dash rose from $501,000 (in 1954) to $22,068,000; Ivory Snow ran up from $19,120,000 to $26,190,000; Joy came from behind Ivory Snow with $18,980,000 and ended up surpassing it with $32,804,000.

Ivory Flakes remained fairly level in this five-year period, with a low of $10,270,000 in 1953 and a peak of $11,279,000 in 1957; Dreft declined from $17,255,000 to $15,549,000 and Duz dropped off from $26,228,000 to $15,093,000 (Blue Dot Duz did $9,305,000 in 1957).

• **Lever Bros.**—Between 1953 and 1957 Rinso syndet sales zoomed from a low of $1,811,000 to $23,566,000, according to the government papers. Surf dropped from $24,100,000 to $13,502,000. Breeze picked up more than $3,000,000 to $22,582,000. Silver Dust declined from $13,648,000 to $57,000, while Silver Dust Blue did $3,086,000 in its 1955 introductory year, $13,830,000 in 1957.

Most impressive increases came from Wisk, $12,027,000 to $21,612,000, and Lux Liquid, which grew from a bare $2,500,000 in 1953 to $40,351,000 four years later—Lever's No. 1 laundry product.

• **Colgate-Palmolive Co.**—Fab, Colgate's big gun in the laundry wars, bounced from $44,144,000 in 1953 to a peak of $52,672,000 in 1955, but by 1957 was back down to $44,371,000. Super Suds syndet quadrupled between 1953 and 1955 to $2,798,000; in the same period Super Suds soap declined from nearly $4,000,000 to $190,000.

Vel powder dropped from $17,837,000 in 1953 to $13,103,000 in 1957; Vel liquid climbed from $7,658,000 in 1956 to $12,913,000 one year later. Ad detergent moved from $5,300,000 in 1955 to more than $9,000,000 two years later.

■ Monsanto's All had estimated sales of $11,280,000 in 1953, $35,111,000 in 1955, dropped about $1,500,000 in 1956 and bounced back to $35,000,000 in 1957.

In 1956 All had 6.2% of the total heavy duty detergent market—a figure higher than any Lever product in that category and exceeded only by Colgate's Fab (9.3%) and P&G's Cheer (12%) and its front running Tide (31.3%). In May 1957, Lever bought All. #

Mason Named KXLY Manager

Terry Mason, formerly program manager of KXLY-TV, Spokane, has been named manager of KXLY, Spokane.

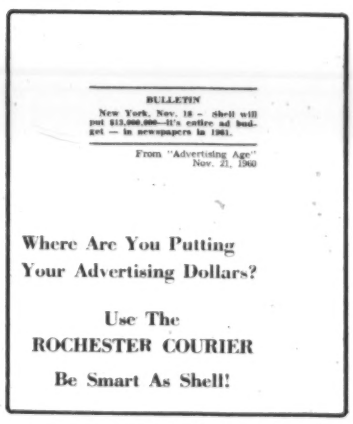
Quinn Wilson Dunn

BOSTON PIE—*Frank Dunn, chief of New England Hearst Advertising Service, serves John Quinn Jr. and Janet Wilson, media representatives, Harold Cabot Agency, Boston, a "date dream pie" with a wedge removed exposing a special promotion for the Boston Record-American-Sunday Advertiser. A knife and fork and an appropriate printed promotion piece accompany the pie.*

Along the Media Path

With its December issue, **Picture & Gift Journal** began its 81st year of continuous publication.

• **Sports Illustrated** will launch a major series of articles on automobile driving Jan. 30. The project is aimed at teaching American drivers how to get more pleasure out of their automobiles through the confidence which comes from knowing what to do in a variety of road situations.


BULLETIN
New York, Nov. 18 – Shell will put $13,000,000—It's entire ad budget — in newspapers in 1961.
From "Advertising Age" Nov. 21, 1960
Where Are You Putting Your Advertising Dollars?
Use The
ROCHESTER COURIER
Be Smart As Shell!

AGE TELLS—*The Rochester Courier, Rochester, N.H., capitalized on an Advertising Age item by running this ad in its Dec. 1 issue.*

• Effective Jan. 1, the **Los Angeles Times** will debut a merchandising plan designed to encourage food retailers to give its grocery products advertisers tie-in and in-store promotion. The plan will reward food retailers for support of this kind, with dealers able to earn from one to 48 points or more, depending on the size and frequency of the manufacturer's ad each time they feature a *Times* advertised product. Such tie-ins must appear during the same calendar month as the manufacturer's advertising. When a retailer accumulates 1,000 points or more, he can use them in the *Times* for spot color or extra space for ads at no cost to him.

• An estimated 2,700 persons toured the new headquarters of **KHQ**, Spokane, during a four-hour open house, held Dec. 10. Part of the tour was devoted to the showing of a three-minute film on the new KHQ transmitter on Tower mountain.

• **WRCV**, Philadelphia, is using newspapers, trade magazines and direct mail to promote its programming of big band music. A schedule of 12 600-line ads is appearing in the *Philadelphia Evening Bulletin* and *Daily News*. The ads feature line drawings of familiar Philadelphia scenes. Only copy in the ads identifies WRCV as the station playing "the sophisticated sound of the big bands."

• **Playboy** estimates its average circulation for the last six months of 1960 at 1,140,200, an increase of 146,000 over the same period last year.

• **Look** is running newspaper ads in major metropolitan markets to announce that in 1960 advertisers invested more than $59,000,000 in *Look*.

• The John Swett Award, in recognition of "significant contribution to advancing the cause of public education," has been awarded to the **Stockton Record** by the California Teachers Assn. for its "outstanding editorials interpreting public school achievements, issues and needs."

• The **San Diego Union** began delivering a tabloid television magazine, *TV Week*, with its Sunday editions on Dec. 4.

• **WDIA**, Memphis, is offering calendars, which note anniversaries of historical events on each day, priced at 25¢ to its listeners.

Department of New Laurels

Family Circle reports advertising revenue of $12,657,826 for 1960, an 8% increase over 1959.

The Reporter carried 465 advertising pages in 1960, a 76% gain over the 264 pages carried in 1959. #

MCGRAW MOMENTS—*This exhibit, featuring personal effects, news stories and pictures of James H. McGraw, was unveiled in the lobby of the McGraw-Hill Bldg. on Dec. 17, 100th anniversary of Mr. McGraw's birth.*

Dec. 28 Deadline Set in N. Y. vs. National Sales Execs Hassle

NEW YORK, Dec. 20—National Sales Executives—for the past two years embroiled in a controversy with the Sales Executives Club of New York over dues payments—has issued what appears to be a pay-up-or-get-out ultimatum to the New Yorkers.

The ultimatum—with a deadline set for Dec. 28—came to light in a letter to the New York club's members from the club's president, Philip J. Kelly. Mr. Kelly advised members that relations with the national group had reached the "crisis" stage.

"For nearly two years," said Mr. Kelly, the New York group "has been engaged in negotiations with NSE to reduce the cost of our affiliation, which has amounted to about 30% of our total dues income, or $45,000 a year, based on 3,000 resident and non-resident members."

The directors of the local club, however, have felt that this was too large a payment and that more dues income should be spent on services to its own members. Mr. Kelly said that while the national body maintained that each member of an affiliated club must contribute $15 in support of National Sales Execs, New York members have rejected the concept in polls taken by both the club itself and NSE.

■ "We have no charter from NSE, and our club constitution provides that our board shall decide what dues are paid to any national organization with which we choose to affiliate," Mr. Kelly said.

On a sliding scale of dues payments recently adopted by NSE in what appeared to be a concession to the New York club, Mr. Kelly said: "Recently NSE adopted a sliding scale of 'reimbursements' based on total membership, which would make our net dues payment $33,625 on 3,000 members. Our directors felt that this was still more than we could afford and attempted a further compromise with NSE, which NSE has flatly rejected.

"Now we have been notified by Fred Emerson, president of NSE, that we must accept their present dues requirements by Dec. 28, 1960, or lose our affiliation," he said.

In his letter, Mr. Kelly indicated that the New York club's board members were perfectly willing—albeit regretful—to part company with NSE, but that New York members would be polled again for their feelings on the matter. For his purpose, a questionnaire accompanied the Kelly letter. "Although our directors have the power to decide this matter," he noted, "we want to be doubly sure at this time that our decision reflects the will of the majority of our members."

■ Mr. Kelly told ADVERTISING AGE that the "compromise" offered by the New Yorkers to NSE involved full payment of 1959 dues—still being withheld—plus $28,000 to cover 1960 dues, a "lump payment" of $63,000. He said he expects about 80% of club members to favor separation from the national body.

At NSE, Robert Cooper, public relations director, said that under NSE's constitution, New York club members will be expelled individually if delinquent dues are not paid by Dec. 28. In effect, this would be tantamount to expulsion of the entire club, he said.

The defection of the New Yorkers would be "a matter of great regret" to NSE, but the national organization must treat the case with "justice and impartiality," he said. This policy has won the "strong backing" of other large-membership, sales executives clubs, he added. #

Canada Nabisco Buying Is Split

A story in the Dec. 19 issue of ADVERTISING AGE reporting from Toronto that J. Walter Thompson Co. would henceforth do all media buying for Canadian National Biscuit—and that Walsh Advertising, Cockfield, Brown and McCann-Erickson were thereby relieved of making media purchases—was in error in this regard. Actually the other Nabisco agencies will continue making their own media purchases; the only thing JWT will be responsible for will be sending out all contracts in the name of National Biscuit and its subsidiaries. This single-type operation is the procedure Nabisco has long followed. In the U.S. through McCann-Erickson, its "master agency."

S. C. Johnson Sues Knomark

S. C. Johnson & Son, Racine, Wis., has filed a patent infringement suit in eastern district court against Knomark Inc., Revlon Inc. subsidiary and maker of Esquire shoe polishes. Johnson charges that Esquire's new Touch of Magic dispensing bottle for liquid shoe polish is an infringement on the Johnson liquid shoe polish bottle. Knomark asserts that the Johnson claim has "no legal basis." Both companies are currently in a strong competitive battle as Johnson seeks to break into a field where Knomark has long been dominant (AA Nov. 21).

MEMORIES—*Paul M. Hahn (left), president of American Tobacco Co., reminisces with Milton Goodman, president of Lawrence C. Gumbinner Advertising, about the Tuxedo pipe tobacco ad in Mr. Goodman's hand, which was placed by the agency in a 1925 issue of The Saturday Evening Post.*

American Tobacco, Gumbinner Celebrate 35-Year Relationship

NEW YORK, Dec. 20—American Tobacco Co. last week celebrated its 35th anniversary with Lawrence C. Gumbinner Advertising.

One of the company's four agencies, Gumbinner now handles dual-filter Tareyton cigarets and Roi-Tan cigars. The account was solicited from the legendary George Washington Hill by Milton Goodman, now Gumbinner president, in 1925. He offered a female testimonial campaign built around the slogan, "I love to see a man smoke a pipe"—a casual remark by his then-fiancee-now-wife.

Mr. Hill offered to buy the idea but was persuaded to hire the agency instead, for the Tuxedo pipe tobacco account.

■ In 1928, Gumbinner added Roi-Tan cigars and is still the agency of record, although advertising has not been continuous through the years. During the 1930s the agency handled American Tobacco's Cremo brand. Doing the Cremo radio commercials at one point was a then-unsung Washington radio personality named Arthur Godfrey.

Tareyton cigarets was awarded to the agency in 1956, and two years later the new dual-filter Tareyton was introduced. Last year this brand showed one of the strongest percentage increases of filter cigarets.

Other American Tobacco agencies are Batten, Barton, Durstine & Osborn; Sullivan, Stauffer, Colwell & Bayles; and, for export advertising, Gotham-Vladimir Advertising. #

KHVH-TV Promotes Four; Limits Spots to 2 per Break

John A. Serrao, general sales manager of KHVH-TV, Honolulu, has been named station manager, and will continue to direct sales for the Kaiser Industries-owned station. In other promotions at the station, Stan Anderson was named local sales manager; Dan Kawakami was appointed program and operations manager, and George Hooper was named production manager.

Richard C. Block, vp and general manager of Kaiser Broadcasting, has announced that KHVH-TV and other Kaiser-owned and affiliated stations in Hawaii will limit commercial announcements to two per break in all time classifications. The first step to limit over-spotting was taken by the station in September, 1959, with a limit of three spots per break.

Caswell Names Bane Agency

Caswell Electronics Corp., San Jose, Cal., has named Bane Advertising Agency, San Francisco, to handle advertising, sales promotion and pr.

Oil Advertisers' Gross TV Expenditures

1st 9 Months, 1960

		Network	Spot	Total TV
1.	Texaco	9,014,734	456,190	9,470,924
2.	Esso Standard Oil Co.	32,279	2,408,790	2,441,069
3.	Shell Oil Co.	206,430	1,881,000	2,088,330
4.	Atlantic Refining Co.	128,448	1,460,200	1,588,648
5.	Socony Mobil Oil Co.	———	1,534,100	1,534,100
6.	Standard Oil Co. (Ind.)	108,587	1,340,900	1,449,487
7.	Gulf Oil Corp.	1,216,919	148,820	1,365,739
8.	Phillips Petroleum Co.	22,006	1,263,200	1,285,206

Oil Marketers Accelerate TV Ad Spending; Other Media Lag: TvB

NEW YORK, Dec. 21—The Television Bureau of Advertising this week moved up a statistical barrage that was designed to hold the line against any other possible oil and gas company defections.

Mindful, like everybody else in the broadcast business, that Shell's ad dollars will be spent in other media when Ogilvy, Benson & Mather takes over the $13,000,000 account next year, the TvB today released a progress report showing how well tv is doing with gas and oil advertisers.

The first point made by TvB President Norman E. Cash was that tv continues to broaden its lead over competitive ad media as the No. 1 buy for petroleum companies. With other media just holding their own or declining, gross billings for tv climbed from $23,553,711 for the first nine months of 1959 to $29,987,440 for the same period in 1960.

■ TV continues to score gains with this category, Mr. Cash said, because it is the "only medium which is able to reach daily the masses who buy gasoline and oil, including non-readers, poor readers or fast selective readers. Unlike any newspaper or magazine, which reaches only a part of any given market's population, tv stations today sell gasoline and oil in nearly nine of ten homes."

■ Mr. Cash said 39 dailies are necessary to cover New York, while seven tv stations can blanket the area. In Boston, it's 51 dailies vs. three tv stations, and in Dallas-Ft. Worth, 29 papers vs. four tv stations, he asserted.

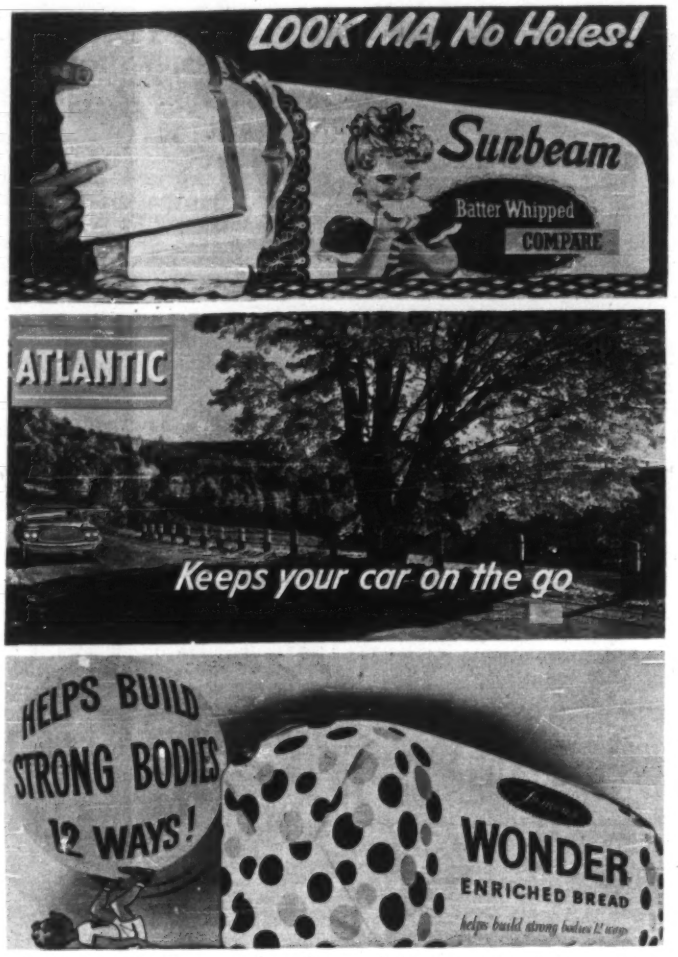
The TvB president noted that 11 of the 20 largest petroleum companies spent at least 30% of their advertising budget in tv in 1959. Sales figures for the first six months of 1960—the most recent accounting—for ten of those companies showed an increase of 3.4%. The other nine companies, which put less than 30% of their budget into tv, showed an increase in sales of "only 1.2%," it was stated.

As an example of how effective a creative tv buy could be for the sponsor, the bureau cited Texaco's sponsorship of NBC's Huntley-Brinkley newscast. #

Oil Companies' Gross Spending by Media

(000 omitted)

	Newspapers	Magazines	Outdoor	Spot TV	Network TV	Total TV
1956	$32,357	$11,010	$19,235	$15,372	$4,198	$19,570
1957	$30,224	$12,430	$20,942	$21,426	$2,861	$24,287
1958	$28,613	$12,900	$19,217	$23,406	$3,132	$26,538
1959	$25,999	$11,717	$16,045	$22,890	$9,941	$32,831



STARCH LEADERS—*Sunbeam bread topped the list of 10 outdoor posters in Starch's national outdoor ratings for the four weeks ending Nov. 2 with a copy performance index of 71. Atlantic gas was second with 68 and Wonder bread third with 65. The other top rated posters for the period were Standard of Indiana (51); Coca-Cola king-size (48); Shell gas (47); Coca-Cola regular (46); Royal Crown Cola (44); Jack Frost sugar (42); Pepsi Cola, Standard of California-Chevron, Schlitz beer, and Zee Towels, all with an index of 41.*

Canadians Suffer Big Losses in Post Office Handling of U.S. Publications, MacLean Says

TORONTO, Dec. 20—Curtis Publishing Co. last week told the Royal Commission on Publications that it knows of "no panacea for the periodical publishing industry, either in the U.S. or abroad."

Said the Curtis brief: "We know that the Curtis magazines can never be a substitute for a Canadian periodical press and would welcome any reasonable measures designed to foster the healthy growth of the latter."

Hugh C. MacLean Publications Ltd., in its brief to the commission, said the inequity in the "overflow of U.S. business publications arises from the fact that they are mailed in the U.S.; that the U.S. Post Office receives the postage revenues; and that they are carried free by the Canadian Post Office, without an off-setting carriage in the U.S., as in the case of first class mail.

■ "Consequently Canada suffers large losses on the carriage of second class mail and Canadian publishers have been the target of uninformed criticism. A similar inequity occurs in the case of third class mail, where U.S. business publishers secure free Canadian carriage for tons of subscription solicitations annually."

Hugh C. MacLean Publications publishes 19 Canadian business and professional magazines, two annuals, and a national daily building reports service in French and English. It also owns and operates the Canadian Furniture Mart.

■ The MacLean Publications brief suggested that "controlled" circulation of audited Canadian business publications be granted the same postal rate as the "paid" portion of their circulation in Canada.

It said that while U.S. publications are carried free in Canada, Canadian business publishers are charged a premium rate of 5¢ a pound for the "controlled" portions of their circulations, but that they pay the regular rates for the paid portion.

Said the brief: "We understand that correction of the tremendous disparity between Canada and the U.S. in the carriage of second and third class mail must await the next international postal meeting. In the meantime, however, Canada should remove the exemption granted imported U.S. magazines from duty, at the printed matter rate."

■ The MacLean brief also suggested that any publication soliciting advertising revenue in Canada and having 90% of its circulation here, be required to have at least 75% original Canadian editorial content.

This simple requirement, said the brief, if made law, would do much to restore the situation to a more equal competitive basis. It would also provide expanded opportunities for Canadian journalists, photographers, artists, editors and free-lance writers. #

Vick Advances Two

Malcolm S. MacGruer, former sales manager of Extruded Plastics Inc., has been named merchandising manager of Vick Chemical Co. Henry H. Jessup Jr. has been advanced from assistant to sales promotion manager of Vick Chemical. Both companies are operating divisions of Richardson-Merrell, New York.

Cowles Magazine, Broadcasting Units Will Be Merged

NEW YORK, Dec. 20—As part of a "long-range program of diversification," stockholders of Cowles Magazines and Cowles Broadcasting Co. have approved a merger of the two companies, effective after a transfer of stock.

The merger, which will create a new corporation, Cowles Magazines & Broadcasting, is subject to approval by the Federal Communications Commission, the Securities & Exchange Commission, and the Internal Revenue Service.

On the publication side, the merger involves the weekly magazine, *Look*; a weekly newsletter, the "Insider's Newsletter"; an English-language daily published in Puerto Rico, the *San Juan Star*; and a network of six wholly-owned subscription subsidiaries. In addition, Cowles Magazines has a "substantial investment" in General Development Corp., a Florida real estate development company.

Cowles Broadcasting Co. currently operates KRNT, KRNT-FM and KRNT-TV, in Des Moines. The company also controls WHTN-TV, in Huntington-Charleston, W. Va. This station will soon be sold, subject to FCC approval, to Reeves Broadcasting & Development Corp., according to the Cowles announcement.

■ After the merger, the radio and television properties will be operated as a division of the parent company, with headquarters in Des Moines. Luther L. Hill, currently president of Cowles Broadcasting Co., will continue as president of the division. #

Times Herald Printing Names Five Top Executives

The Times Herald Printing Co., owner and operator of the *Dallas Times Herald* and KRLD, Dallas radio station, has elected John W. Runyon chairman of the board and publisher and James F. Chambers Jr. president. Mr. Runyon, with the company 50 years, has been president and publisher for the past eight years. Before that he was president of KRLD. Mr. Chambers has been exec vp and general manager for the past two years.

James F. Chambers John W. Runyon

At the same time, Clyde W. Rembert was named exec vp of the printing company, also continuing as president of the KRLD division. In addition, John Campbell, treasurer, and George S. Johnson, circulation director, were elected vps.

Fine Is Publisher of 'Bazaar'

William Fine, publisher of *Harper's Bazaar*, was confused with Robert Brakeman, ad director of that magazine, in connection with a photo published by ADVERTISING AGE Dec. 5. The confusion stemmed from misidentifications in titles made by Mogul Williams & Saylor, which supplied the original picture, made at an agency party.

GE Unit Moves to Aves, Shaw

The Magnetic Materials Section of General Electric Co., Edmore, Mich., will move its account from Ross Roy-BSF&D, Detroit, to Aves, Shaw & Ring, Grand Rapids, on Jan. 1.

GEORGE M. FUQUA

OWENSBORO, KY., Dec. 20—George M. Fuqua, 73, vp of Owensboro Publishing Co. and business manager of the *Owensboro Messenger & Inquirer*, died in his sleep Dec. 14 after a long illness.

Mr. Fuqua entered the newspaper field in 1907 when he joined the *Owensboro Messenger*. He became business manager and kept this position when the *Messenger* and the *Inquirer* merged in 1929. At that time, he also was named vp of the publishing company. In 1936, Mr. Fuqua helped organize the Owensboro Broadcasting Co., founder of WOMI, Owensboro radio station.

W. J. SMITH SR.

LOUISVILLE, Dec. 20—W. J. Smith Sr., 71, president and treasurer of W. J. Smith Co., died Dec. 15 at St. Joseph Infirmary. He had been ill for some time. Survivors include W. J. Smith Jr., a son, and P. M. Shaughnessy, a son-in-law. Both are account executives in the agency.

THOMAS F. MYERS JR.

ELKHART, IND., Dec. 20—Thomas F. Myers Jr., 65, founder and board chairman of Myers Publishing Co., Chicago, and editor and publisher of *Advance-News*, Nappanee, Ind., died Dec. 18 in General Hospital here. Mr. Myers' Chicago company was publishing 16 neighborhood newspapers in 1943 when he sold his interests to Leo A. Lerner. He remained chairman of the board but was no longer active in the management of the company, which had become a branch of Lerner Newspapers. Since 1953 he had lived in Nappanee.

SAMUEL NEUSNER

HARTFORD, Dec. 20—Samuel Neusner, 64, co-founder and publisher of the *Connecticut Jewish Ledger*, died Dec. 14. He was a founder of the American Jewish Press Assn. and in 1956 received an award of merit from that organization.

JOHN SUDARSKY

HARTFORD, Dec. 20—John Sudarsky, 72, retired vp, business manager and treasurer of the *Hartford Courant*, died at his home here last night of a heart attack. Mr. Sudarsky joined the business department of the *Courant* in 1904, became a vp in 1947 and retired in 1959. He was a former president of the Associated Dailies of Connecticut. #

Associated Grocers Set Push

Associated Grocers, Seattle, food dealers' cooperative, is planning a strong 1961 advertising campaign designed to build added prestige for its Shur-Fresh label. Heavy spot tv will be used in the drive. Miller, Mackay, Hoeck & Hartung, Seattle, is the agency.

Vanderslice Joins WJBK

Raymond L. Vanderslice, formerly assistant promotion manager of WIBG, Philadelphia, has joined WJBK, Detroit, as promotion manager.

This Week in Washington . . .

Government Reports Reflect Gloomy Business Outlook for Next Year

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 22—Newsmen who are busy preparing the usual year-end forecasts are having a lot of trouble finding much material to put a rosy glow on the business outlook for 1961.

The steady stream of government summaries pouring from the Department of Commerce reflect the dip that has been under way since mid-1960. One industry after another reports that there's no recovery in sight, at least for the first half of the year.

By any reasonable standard, the U.S. is still a very prosperous country, with most of its labor force at work, at the world's highest wage levels.

■ On the other hand, there were 4,000,000 unemployed in November, the biggest unemployment roll for any November in 20 years. With roughly 6% of the labor force regarded as unemployed, President-elect John F. Kennedy is expressing concern about a "lack of vigor" in the economy.

One of the more disturbing aspects of the year-end situation is the fact that consumer durable and capital goods industries are lagging simultaneously. Government surveys show softness in both fields. So far, no government economist has put his finger on any major "upswing" which will provide the "lift" necessary to get the business curve on the upturn again.

■ The Commerce Department gilds the appliance industry figures for 1960 by reporting that it was "the fourth best on record, only 11% lower than the peak year of 1956."

The estimated results for the year show a dip of 10% from 1959 (which was the industry's second best year), with refrigerators off 12%, freezers 14%, washers 13% and clothes dryers 10%. Dishwashers and dehumidifiers were the only appliances with gains, 10% and 15% respectively.

Total expenditures by industry for plant and equipment in 1960 were about 4% short of early expectations, with no improvement in sight for early 1961. In the face of an embarrassingly low level of steel output, the steel industry has decided to change the statistics. For 35 years, it has reported output in terms of rated capacity. Now it says this system tends to generate misunderstanding, so in the future it will offer information in terms of the tonnage produced.

■ Some of the lag in the consumer durable goods industries can be traced to the decline in residential construction starts. With the housing industry down to 1,000,000 units per year rate, sales of major household appliances and furniture are down. In turn, the demand for steel and electrical components has dwindled too.

The auto industry report is another disturbing factor. The industry has moved ahead enthusiastically with exciting new models. But the Commerce Department forecast is in terms of 5,800,000 autos in 1961, compared with 6,700,000 units this year.

The drop in production apparently can't be blamed solely on the sales department. The 6,700,000 units built in 1960 included a substantial number to restore the inventory depletion that occurred during the 1959 steel strike. With an inventory of nearly 1,000,000 cars as 1961 opened, it appears that production has been running ahead of sales during much of 1960.

■ The Commerce Department's business and defense services administration thinks that part of the drop in the durable goods industries must be attributed to the fact that consumer expenditures for rent, transportation, recreation, health, education and household operation are taking an increasing share of personal income.

Its tabulations show that, voluntarily or otherwise, the ratio of expenditures for appliances to total personal consumption expenditures is shrinking. While personal consumption expenditures have climbed from $30 billion to nearly $44 billion between 1950 and 1960, manufacturers' sales of appliances started at $4.3 billion in 1950, reached a peak of $5.5 billion in 1956, and amounted to $4.9 billion in 1960. Where consumer spending for appliances amounted to 14.2% of total personal consumption expenditures in 1950, it never equalled that mark in any subsequent year during the 1950s, and it apparently amounted to no more than 11.1% in 1960.

■ Further evidence of the generally "soft" outlook for the auto and big ticket appliance industries can be found in the Federal Reserve Board's quarterly survey of consumer buying intentions, just released, covering last quarter 1960 and first quarter 1961.

This new "buying intentions" report, which was prepared for the board by the Bureau of the Census from 17,000 interviews which were made during October, shows that firm buying plans for cars and appliances for fourth quarter 1960 are down from the same quarter 1959. This was to be expected in view of the abnormally high level of demand at the time of the impending steel strike in late 1959. On the other hand, it also shows the volume of buying plans will dip even more in first quarter 1961, compared with first quarter 1960.

■ Aside from the fact that this survey is new and experimental, Federal Reserve emphasizes that users should remember that there is a big difference between "intentions to buy" and actual sales. Unforeseen factors, such as an effective sales drive by business men, may push sales totals well above the "intentions to buy" level; or it can go the other way, too.

Although these consumer buying intention surveys have been made on a test basis quarterly for two years by Census for Federal Reserve, the new report is only the second that has been released to the public. Examination of the supporting tables provides substantial information about the kind of people who plan to buy, and the degree of enthusiasm which they reveal.

■ Although the report finds that consumer incomes have not varied very much in 1960, the "softness" in buying plans was spread rather evenly regardless of income, age group or geographical region.

If people aren't buying autos it apparently isn't because everyone is satisfied with the car he has. The survey shows that 9.6% said they were "dissatisfied" with their present car in October, 1960. That compares with 9.1% reported as "dissatisfied" a year ago. #

Walsh Hagopian Biehl McKittrick Wallis Dostal

HELPING JUNIORS—*Lakeview Center Junior Achievement will have its own day Jan. 7, when Carson Pirie Scott, Chicago department store, gives over half of its State St. fifth floor to display and sale of JA products. Other State St. stores may join in next year. Planning the event are Junior Achievement sponsors C. E. McKittrick and Richard Biehl, Chicago Tribune; Kenneth Hagopian, Carson's; Ethel Dostal, Advertising Age; Hal Wallis, First Federal Savings; Tom Walsh, Lakeview manager of JA.*

No Ad Shifts in Humble's New Marketing Setup

NEW YORK, Dec. 20—Humble Oil & Refining Co.'s changeover from a divisional to regional marketing structure (AA, Dec. 19) will have little immediate effect on the company's advertising setup.

Last week Humble—principal domestic subsidiary of Standard Oil Co. (New Jersey)—announced that it would gradually convert its four divisions into four regional marketing, production and exploration areas, drawn along geographic lines.

The four divisions—Esso Standard, Carter, Humble and Oklahoma-Pate—will be eliminated for an Esso Standard eastern region, central region, southwestern region, and southeast region.

■ Robert M. Gray, currently ad and sales promotion manager of Esso Standard and also coordinator of national advertising and sales for the parent company in Houston, said the realignment will affect the company's current ad organization "in name only." For the present at least, advertising will continue to be handled by individuals on the divisional level.

The new territorial arrangement looks like this:

• Esso Standard/Eastern region replaces the old Esso Standard division in the northeastern part of the U.S. Its marketing territory includes 13 states from Maine to Virginia. Humble's recently created Ohio division will also come under the Esso Standard designation, but marketing will be carried out under the Humble name, the company said.

• Southeast region will embrace part of the former Humble and Carter division areas and will cover nine states.

• Southwest region will include Arizona, California, Nevada, New Mexico and Texas. This region will also handle exploration and production operations in Oregon and Washington, plus operations in Hawaii and Alaska.

• The remaining territory of the continental U.S. will be handled under the central region, based in Tulsa. This includes most of the states formerly served by the Carter and Oklahoma-Pate divisions of Humble, primarily in the Chicago and lower Wisconsin areas.

Each region will be managed by a vp and general manager, responsible to Humble's executive committee in Houston.

■ The executive lineup of the various regions goes like this:

For Esso Standard/Eastern region, William W. Bryan as vp and Alex A. Diffey as general manager. Mr. Bryan has been president of the Esso Standard division, Mr. Diffey assistant general manager of marketing for the division.

The southeastern region will be headed by Russell H. Venn as vp and Carl G. Herrington as general manager. Mr. Venn has been manager of the marketing department of the Humble division, Mr. Herrington exec vp of the Carter division.

For the southwestern region, Ray H. Horton as vp and James H. Galloway as general manager. Both were president and members of the board of management, respectively, of the former Humble division.

The central region will be headed by John W. Brice as vp and Robert O. Goodykoontz as general manager. Mr. Brice was formerly president of the Carter division. Mr. Goodykoontz was formerly vp and general manager of marketing of Humble's former Esso Standard division.

At the same time, the company announced the appointment of I. E. Killian as sales manager for the Esso Standard/Eastern region. Succeeding Mr. Killian as manager of Esso's New England marketing division is Aden P. Williams Jr., formerly manager of distributor and jobber sales for Esso. #

Cochrane Joins KXTV

R. L. (Danny) Cochrane, formerly with the sales staff of KHOU-TV, Corinthian Broadcasting Corp.'s station in Houston, has been named to the new post of assistant general sales manager of Corinthian station KXTV, Sacramento, Cal.

Burke Named Promotion Head of 'S.F. News-Call Bulletin'

Martin Burke

Martin Burke, promotion manager of the Times-Picayune Publishing Co., New Orleans, has resigned to become promotion manager of the *San Francisco News-Call Bulletin*, effective Jan. 1. He succeeds Andrew H. Talbot, who has been named general promotion manager of the *San Francisco Examiner* (AA, Dec. 19).

William S. Pfaff, assistant manager of the advertiser service department, succeeds Mr. Burke in New Orleans.

Stockholders Okay Merger of Pearl and Goetz Breweries

Stockholders of Pearl Brewing Co., San Antonio, and M. K. Goetz Brewing Co., St. Joseph, Mo., have approved the merger of the two regional brewers (AA, Nov. 7). Pearl, which markets Pearl beer in Texas and Louisiana, becomes the parent company.

Goetz, which markets Country Club malt liquor in 41 states and Goetz beer in Missouri, Oklahoma, Kansas, Iowa and Nebraska, will be operated as a division. Tracy-Locke Co., Dallas, agency for Pearl, and John W. Shaw Advertising, Chicago, Goetz's agency, will continue to handle their respective accounts.

Technical Publishing Names 2

Technical Publishing Co., Barrington, Ill., has appointed Robert R. Anderson district manager of *Power Engineering* in the Chicago area. Formerly district manager for the publication in the Pittsburgh area, he is succeeded in Pittsburgh by Robert J. Kiesel, who previously was with Westinghouse Electric Corp. as advertising manager for utility and industrial apparatus products.

Guild, Bascom Moves

Guild, Bascom & Bonfigli has moved its headquarters office to 222 Columbus Ave., San Francisco.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 **49,928**

HELP WANTED

TOP OPPORTUNITY—SPACE SALES
The man we seek is now employed, or has good record with established food, or related trade publication. Offer such man good future, advancement, No. 1 publication important branch food industry. N. Y. base. Good draw, bonuses, pension. Write.
Box 4404, ADVERTISING AGE
630 Third Avenue, New York 17, New York

COPYWRITER to write sales promotion copy for Chicago industrial magazines. Experience in space selling and publication promotion desirable.
Box 4387, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL
Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker. **401 Presbyterian Bldg., Nashville, Tenn.**

WANTED: 1 GOOD MAN
For copywriting-contact position in small but growing agency in Central Ohio. Send resume and salary requirements.
Box 4399, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois.

BETH TURNBULL NEEDS:
1. Art Directors—Industrial and Pharmaceutical accounts—in and out of town.
2. Men and Women for Production Art.
3. Creative Layout artists with retail agency and studio experience.
4. Experienced retouchers-B&W and Color.
5. Many apprentices
BARNARD PERSONNEL
220 South State St., WA 2-2306

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE
Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

POSITIONS WANTED

EXPERIENCED CIRCULATION MAN
8 yrs with business papers and newspaper. Knowledge of A.B.C., B.P.A., promotion, fulfillment, list rental, I.B.M. and addressograph. Also field, convention and telephone sales. Family man; age 36; will relocate. Presently employed. Write for resume.
Box 4400, ADVERTISING AGE
630 Third Ave., New York 17, New York

4½ years agency experience; phases include Traffic, merchandising, contact. Three years previous media experience.
Box 4403, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Cleveland, Chicago, Dallas, St. Louis
To represent multiple national and international trade papers. Established accepted minimum competition. Hottest season approaching. Write: **General Publications, Ltd., 356 S. Western Ave., Los Angeles 5, Calif.**

Chicago rep needed for monthly trade magazine. No. 1 in extremely high potential field. Immediate commissions on present business. Prefer small, sharp outfit ready to go places.
Box 4401, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Cal.

MISCELLANEOUS

FREE-LANCE ARTIST
DESIRES SPACE ARRANGEMENT, Loop to Near North preferred. Production-paste up-spots-production drawing-layout.
Box 4402, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOLIDAY SPECIALS!

ACCOUNT EXECUTIVE **$20,000**
Solid agency or advertiser background in alcoholic beverages. Good merchandiser and marketeer. Midwest agency.

MARKETING DIRECTOR **$30,000**
Heavy history in electrical industrial products. Good organizer and administrator.

MERCHANDISING ACC'T. EXEC. ... **$10,000**
Food and consumer products history. Must be creative in print & P.O.P.

RESEARCH EXECUTIVE **$10,000**
All-around background in Industrial products. Good contact personality.

SERVICE ACCOUNT EXECUTIVE ... **$12,000**
Good history in Industrial Chemicals. Efficient writer and contact man.

MEDIA MANAGER **$10,000**
Trade and consumer publication exp.

EDITOR ..... **To $12,000**
Versatile writer. Know make-up and production. Midwest publisher.

These are immediate openings, so contact me promptly in complete confidence.

GEORGE E. PYLKAS
Director—Advertising Division
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-9400

LAYOUT AND PRODUCTION MAN
Opportunity awaits experienced layout and production man on staff of current events periodical for parochial grade schools. Write and tell us of your experience and background. You may be the energetic and ambitious idea man that we want.
Editor
YOUNG CATHOLIC MESSENGER
38 West Fifth Street, Dayton 2, Ohio

COPYWRITER
Medium-size Chicago agency with creative standards to match its long-standing reputation for general excellence needs writer with ideas to match unusual talent with words . . . proved in five to ten years' experience with agencies or otherwise. We've told our people, so you can tell us all.
BOX 519, ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILLINOIS

COPYWRITER WANTED to work on catalog sheets, brochures, newspaper ads as member of world-wide advertising headquarters in Janesville, Wisconsin. Two years of copy experience is minimum. Imagination and drive are important. Knowledge of Spanish is helpful but not mandatory. Youth and mail order experience desirable.

A resume of your experience, personal and educational backgrounds will be considered carefully and treated in strict confidence. Please state salary objective.

Director of Advertising
The Parker Pen Company
Janesville, Wisconsin

KANSAS CITY BRANCH OFFICE
St. Louis agency is interested in opening branch office in Kansas City. Will consider purchase of/or merger with established agency or employing experienced professionals to head operation. Write Box 520, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

WANTED:
2 FOOD MARKETING EXECUTIVES
Leading New York Agency needs two food marketing executives immediately.

ESSENTIAL QUALIFICATIONS:
1. At least 5 years of national or regional sales **management** experience with all classes of grocery trade.
2. Thorough knowledge of all aspects of food merchandising including deals, couponing, display, premium development, contests, storewide sales, etc. This includes knowledge of the **mechanics** of these subjects.
3. Ability to develop marketing and promotion strategies based on field and market analysis.
4. Sufficient imagination to develop distinctive and creative promotional plans with the experience to make these plans practical.

AGE: 30-40 years

SALARY: Middle five figures, depending upon experience. In replying, include a complete resume of experience and facts which will demonstrate your capacity to fill one of these positions.

Box 521, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

13 Persons in Ad or Related Fields Are Dead in Crash

NEW YORK, Dec. 20—Perhaps 13 persons connected with the advertising sales, publishing and pr fields lost their lives in the Dec. 16 collision of United and TWA aircraft over New York City. To date, the dead were:

ALLEN BRAUN

Allen E. Braun, a vp of North Advertising, New York, was returning from Chicago after a business trip. Mr. Braun, 42, had been with North and its predecessor, Weiss & Geller—where he was merchandising specialist—about 15 years.

ROBERT W. ELLIS

Robert W. Ellis, 29, assistant producer in the radio-tv commercial production department of Benton & Bowles, New York, had been traveling on the TWA plane. He had been with Benton & Bowles about a year and a half.

CARTER B. HELTON

Carter B. Helton, 60, was general manager and treasurer of Kircher, Helton & Collett, Dayton. His death was reported by AA last week (AA, Dec. 19).

THOMAS LOUGHRAN

Thomas P. Loughran, 24, was a salesman for Standard & Poor's Corp.; he had been bound for Great Neck, N. Y., for a Christmas holiday.

GARRY C. MEYERS

Garry C. Meyers, president of *Highlights for Children*, a magazine published in Columbus.

ELSIE PLATT

Mrs. Elsie H. Platt, wife of the publisher of the *Courier-Review*, Barrington, Ill., a weekly, had been traveling to New York to visit a daughter.

CATHERINE POST

Catherine Post, 18, daughter of Charles T. Post, regional manager of *Iron Age*, had been flying to New York from Northwestern University, for a Christmas vacation.

JONAS ROSENFIELD

Jonas R. Rosenfield III, 19, was the son of Jonas R. Rosenfield, vp in charge of advertising, Columbia Pictures; he was traveling to Roslyn, N. Y., for the holidays.

ELLIOT SAXON

Elliot R. Saxon, 55, was vp of Cookerama and an associate of Fuller, Miele, a pr shop here.

ARTHUR SCHUELKE

Arthur F. Schuelke, 46, was general manager of the magazine publishing division of Reuben H. Donnelley Corp., New York (AA, Dec. 19). Mr. Schuelke had been returning from a business trip to the Midwest. He was general manager and editorial director of *National Cleaner, Laundry Journal* and *National Rug Cleaner.*

ALVIN SOKOLSKY

Alvin Sokolsky, 34, was producer of tv shows for Bert Claster Enterprises, Baltimore. He was returning from a business trip to Colorado Springs.

STEPHEN JENKS

Stephen Jenks, son of John M. Jenks, vp of Schwab, Beatty & Porter, New York, was a student at the University of Chicago. He was coming home for the holidays; he had changed his reservation from a later flight to the fatal one.

MURRAY WRIGHT

Murray T. Wright, 30, was a specialist in marketing presentations of General Electric Co. He was returning from a business meeting in Dayton. #

Bush Succeeds Loveless on 'Norfolk Ledger-Star'

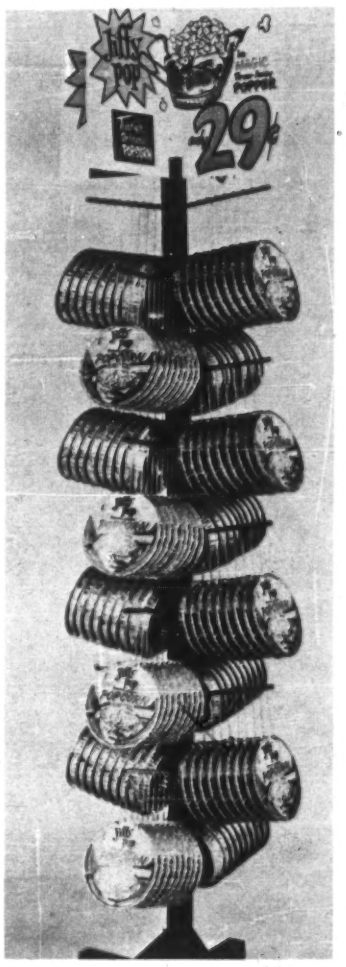
Peter B. Bush, former retail advertising manager, has been named to succeed Ellis Lee Loveless, who retired as advertising director of the *Norfolk Ledger-Star* and *Virginian-Pilot*. Mr. Loveless, vp, will continue to serve the newspapers, with which he has been associated 42 years, as a national advertising consultant.

Galbraith Adds Four Accounts

Galbraith, Hoffman & Rogers, New York, has been named to handle advertising for Dalto Corp., Norwood, N. J., which plans to promote a new color-b&w tv projector for Katzenbach & Warren, New York, wallpaper manufacturer; and for the Baltimore Automobile Show's January, 1961, "Carcapades" program. Reply-O-Letter Inc., direct mail organization, has moved its advertising from Howard A. Harkavy Inc. to Galbraith, Hoffman.

Scroll Names Gottschaldt

Scroll Inc., Miami, manufacturer of wrought aluminum furniture, has appointed Gottschaldt & Associates, Coral Gables, Fla., to direct its 1961 advertising program.



POPCORN TREE—*Mennen Food Products has devised this special merchandising rack on which its Jiffy Pop popcorn containers can be hung for a space-saving display in retail outlets.*

Jiffy Pop to Pop Out Nationally in New Package via TV Drive

LA PORTE, IND., Dec. 20—Things are really popping at Mennen Food Products.

The company, founded in October, 1959, to make Jiffy Pop popcorn for distribution on a regional basis, has tripled its production capacity, with national distribution expected by the end of the year. The company has set an ad budget in excess of $400,000 to promote Jiffy Pop.

Mennen Food also has redesigned its spiral top aluminum container, in which the popcorn can be popped and served. The new foil container, designed in cooperation with Reynolds Metals Co., is shallower but wider, holding enough corn to make 1 gal. of the popped product. As a result, more containers can be stocked on a shelf area.

Bulk of the advertising will be in tv, with spots scheduled in 45 markets. In addition, the product will be featured by Reynolds on its "Harrigan & Son" show (ABC-TV) Dec. 30. Jiffy Pop is handled by Garfield Advertising Associates and the advertising division of Sales Affiliates, both in Detroit. #

Three Join Geyer, Morey

Vincent F. Aiello, formerly senior vp and director of creative planning at MacManus, John & Adams, has joined the creative department of Geyer, Morey, Madden & Ballard, New York. Geyer, Morey also has named Frederick W. Reynolds Jr., formerly a copy supervisor with Kastor, Hilton, Chesley, Clifford & Atherton, to the copy department and Richard Ross an art director. Mr. Ross returns to Geyer after a year at Maxon Inc.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

New "GOLDEN AGE"
Senior Citizens Mailing List
150,000 Retired Business & Professional Gentlemen—Well-to-do Circumstances—at Residences. (Commissionable)—Contact:
HERBERT DUNHILL & ASSOCIATES
55 E. Washington, Chicago 2, Ill., DE 2-0580

Our 49th Year
COPYWRITER—excel. oppty., expanding mid-west 4A Agcy., Chicago interviews in Jan. $10-15,000
ACCT. EXECUTIVE — Farm Equip. exp., also some acct. solicitation 12,000+
SPACE SALESMEN (2)—consumer-trade — mid-west terr. Chi-based 8-10,000
COPYWRITER—indus.-Chi. agcy. 9,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

8000 DOCTORS READ
THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.
Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

DON HARRIS HUNCHES . . .
. . . that this ad between holidays will Starch low, so mentions no needs to be ignored by non-readers. 1960's last half inclined to patience men bent on changing jobs, but wary. The more such men, the more jobs to be filled when they begin moving. If you are one, are you waiting ready in Don's files?
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

P-I RADIO
For $50, we'll address your P-I offer to 366 U.S. radio stations having confirmed interest in P-I offerings. All states represented except Alaska, Hawaii, Indiana.
Jones, Brohard & Company
2707 McKinney, Dallas 1, Texas
TAylor 7-5657

Merchandising Ideas

Houston Banks Fete Yule

• To change the public image of banks and bankers as cold and hard, several Houston banks went all out for special Christmas activities. The Bank of the Southwest opened an oldtime Christmas kitchen with gingerbread and hot

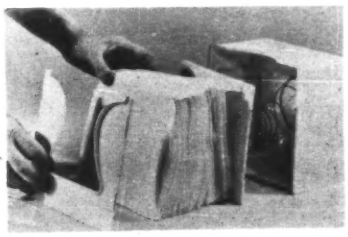
OPEN HOUSE—*The Bank of the Southwest ran ads like this in the three Houston dailies to invite the public to a daily Christmas open house Dec. 12 through Dec. 23.*

wassail for visitors and patrons. Last year the bank served more than 50,000 portions of gingerbread and 26,000 cups of wassail. This year the bank added a nativity scene with life-size figures on the opposite side of the lobby. Bank employes took turns portraying grandmother, father and mother in costumes of the 1890s to serve visitors to the kitchen. The project cost an estimated $10,000, not including advertising. The bank used two-color, 5 col.x14" ads in the three Houston dailies, plus radio spots. Aylin Advertising Agency handles the Bank of the Southwest.

At the National Bank of Commerce, a choir of employes sang Christmas carols during the luncheon hour. The music was piped over the entire downtown district by loud speakers atop the building. A reporter who phoned the community relations vp for information was told, "I'm sorry, he's singing in the choir. May he call you back in an hour and a half?"

Scott Offers Napkin Holder

• Scott Paper Co., Chester, Pa., has introduced a premium which will serve as a consumer incentive for Scott family napkins. The



SCOTT PREMIUM—*This napkin dispenser is being made available to consumers by Scott Paper Co. for $1 and a Scott napkin package tear-strip.*

premium, a sturdy dispenser for Scott napkins, is priced at $1, plus the tear-strip from a package of the product. When the holder is empty, the bottom plate advises the homemaker to "refill with Scott family napkins." Designed by Trombley, Pisani, Trombly, Birmingham, Mich., the dispenser is molded of polystyrene by Saxe Bros., Albany, N. Y. Promotion initially will be on the back panel of the napkin package.

Riegel Sets 'Glove Gala'

• The glove division of Riegel Textile Corp., Conover, N.C., has set "spring glove gala" as the first of its 1961 promotions. The promotion features Lady Fingers and men's Green Sandys garden and work gloves, each carrying a "rugged Riegel" ticket that guarantees "a free pair if seams tear." In addition, free "lucky plant" bulbs will be stapled to every pair of promotion gloves. The bulbs are said to grow into plants with "flowering red blossoms and four-leaf clover leaves." Also on the back of Riegel tag is an offer which entitles customers to a garden book for $1.

The promotion will be supported with ads in *The Saturday Evening Post*. Dealers will receive free display aids and newspaper mats tying in with the *SEP* ads. Riegel also will run a sweepstakes open to dealers and store personnel which offers a Hawaiian vacation for two as first prize. Entry blanks are packed with each promotion assortment or may be obtained from Riegel.

Carling Cases Assist Case

• A unique relationship between education and industry was formed early this month when Case Institute of Technology and Carling Brewing Co., both of Cleveland, combined their efforts

CASES OF BOOKS—*Carling beer cases here contain books, not beer, as Carole Karpi, Case Institute library staff, and Richard Grum, sophomore student, prepare to move books into new library quarters.*

to begin moving books into Case's new $2,500,000 library-humanities building. A donation of 2,500 empty beer cases from Carling, presented by the brewer and River Raisin Paper Co., manufacturer of the containers, enabled the library staff to move more than 40,000 books from its collection in the old quarters into the new six-story library.

Yule Greeting Kids Suburbia

• *Suburbia Today's* Christmas greeting to advertisers and agencies is a chuckle-provoking booklet containing the best 1960 cartoons from the magazine's pages. These sketches of suburbia's zany side are presented under the title of "Suburbia Far Out." Single copies are available, while they last, from *Suburbia Today's* advertising offices at 153 N. Michigan Ave., Chicago.

Portland Port in 'Instant' Drive

• The Port of Portland's latest approach to the highly competitive field of industrial development promotion is based on an "instant" theme, in this case instant real estate—an instant-coffee jar brimming with on-site earth. Readers

INSTANT REAL ESTATE—*Carl Cover, Port of Portland industrial development manager, pours a sample of on-site earth from the Swan Island Industrial Park, as Dennis J. Lindsay, port commission president, examines the sample.*

of Portland ads are urged to send for a free sample of "instant real estate" and receive as a bonus a Portland industrial properties handbook. Properties are the 600-acre Swan Island Industrial Park on the Willamette River in downtown Portland and the 400-acre River Gate industrial district. The port's agency is Dawson & Turner.

Kit Aids Phone Merchandising

• A complete merchandising program to aid independent telephone companies in promoting a new compact extension phone has been incorporated in a sales kit prepared by Automatic Electric Co., Northbrook, Ill. The kit uses "starry night" theme to highlight the new Starlite telephone, an instrument about one-half the size of regular phones. The jacket folder contains radio commercials, newspaper ad mat, display posters, envelope stuffer, counter display unit and promotion guide telling how to use the material.

Matches Push Blow Torches

• Southern Oxygen Co., Bladensburg, Md., used a mammoth 6" "super poster" book match with a built-in business reply card to fire up the direct sale of its new line of welding units. The 22 big matches were illustrated with a blow torch. The direct reply card offered three units for sale or additional literature. Lion Match Co. produced the match book and furnished post office approved foil-lined envelopes for mailing.

PHOTOGRAPHIC POST CARDS

Any Quantity! Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.
Dept. AA Danville, Illinois

Talon Sends Talking Mailer

• Talon Inc., Meadville, N.Y., mailed to more than 8,000 clothing manufacturers and retailers a self-talking piece which included a collapsible miniature phonograph and record and a sample of the new Zephyr closure. The record told the story of the new closure. Brownie Mfg. Co., New York, manufacturer of the mailing piece for Talon, worked with KGA Inc., which handles the Talon direct mail programs. #

Dodge Publishes Tabloid Round-Up of Compact Cars

Dodge division of Chrysler Corp., Detroit, has prepared in tabloid newspaper form a round-up comparison of nine American cars in the general compact field. The 12-page tabloid, "Facts 'n Compacts," is being circulated as a supplement to weekly suburban newspapers and is being made available to dealers through bulk shipments to 200 Dodge city and district managers. The section carries comparative sizes, accessories, prices, type of engines, type of brakes and other features of Dodge's Lancer, placed alongside the Rambler Classic, Ford's Comet and Falcon and General Motors' Corvair, F-85, Special and Tempest, and Plymouth's Valiant. The tabloid is being distributed with suburban newspapers in the Detroit and Minneapolis areas.

Sunset International Tells Its Story in 16-Page Roto Section

Sunset International Petroleum Corp., Los Angeles, is selling and telling its company and product story in a 16-page rotogravure section highlighting its recent expansion into land development. The section is being distributed to stockholders as Sunset's 1960 annual report and will also appear as a special supplement early in 1961 in the *Los Angeles Times*, *San Diego Union* and *Sacramento Bee*. The section is designed so that appropriate pages can be removed and used for point of sale merchandising.

Nielan Joins Scolaro, Meeker

John E. Nielan, for the past 24 years with Hearst in Detroit, has joined the Detroit staff of Scolaro, Meeker & Scott, a division of Newspaper Marketing Associates.

?

Who is Modern?

What Does Modern do?

MODERN Talking Picture Service distributes business-sponsored films efficiently and economically . . . to television, 16mm audiences, and theatres.

If you would like to know more, write us. Our 16pp booklet "The Opportunity For Sponsored Films" goes deeper into the subject. You can get it free from

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Storm Opens Albany Office; Names Binning, Deppe

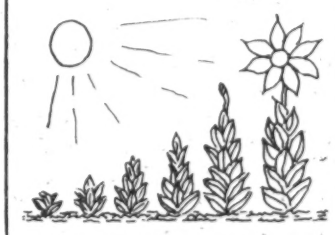
Storm Advertising, St. Louis and Rochester, N. Y., has opened a new office in Albany and appointed Smith S. Binning Jr. to head it as an account executive and vp. At the same time, Gerald P. Deppe has been elected exec vp and a member of the board of directors. Mr. Deppe, previously a vp, will continue as manager of the St. Louis office.

Industrial Ad Course Offered

Roosevelt University College of Business Administration, Chicago, will offer an accredited course in industrial advertising beginning Feb. 6, believed to be the first such course in the U.S. Prof. Richard Thain is supervising instructor. Co-instructor is John Randall, chairman of the education committee of the Chicago chapter of the Assn. of Industrial Advertisers.

CHARLESTON METRO AREA
(CHARLESTON COUNTY)

SOUTH CAROLINA'S FASTEST GROWING MARKET



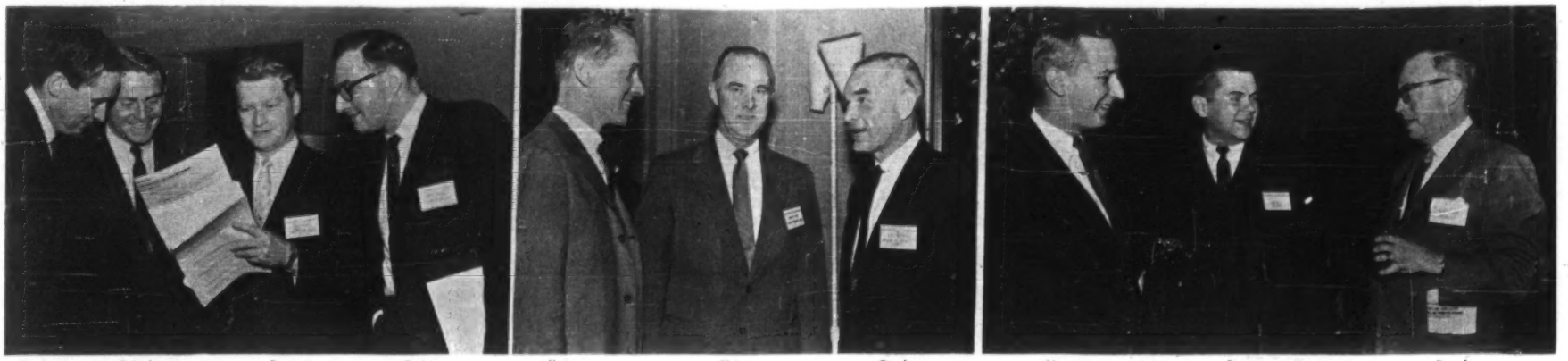
A $48,000,000-Plus FOOD MARKET AND GROWING EVERY DAY

IN CHARLESTON YOU CAN REACH EVERY FOOD STORE BUYER AND CONSUMER WITH THE NEWS AND COURIER CHARLESTON EVENING POST

IN EVERY SALES CATEGORY OF South Carolina's SALES

OVER ⅓ ARE MADE IN CHARLESTON AND ITS 18-COUNTY MARKET AREA . . . WE'RE THE ONLY NEWSPAPERS SERVING AND SELLING ALL OF THIS BIG MARKET

CHARLESTON EVENING POST
The News and Courier
Represented by The John Budd Co.



Parker Friedman Brown Gaines Allport Shine Dreher Means Boyer Bartle

ANA WORKSHOP—*At the recent Assn. of National Advertisers' sales promotion workshop in New York were Dick Parker, J. P. Stevens; George Friedman, Fletcher Richards, Calkins & Holden; Sandy Gaines and Dan Brown, Baumritter Corp., ANA workshop program chairman; ANA President Peter W. Allport; George Shine, Avon Products; E. A. Dreher, Monroe F. Dreher Inc.; David Means, N. W. Ayer; Jim Boyer, E. I. du Pont de Nemours & Co.; and Frank Bartle, Permacel.*

ANPA Establishes Awards Program for School Newspapers

NEW YORK, Dec. 21—The American Newspaper Publishers Assn., for the first time in its history, has established a program of awards to be presented to outstanding high school and college newspapers and staffs in the U.S. and Canada.

Administration of the awards will be handled by a newly established newspaper information service of ANPA in New York. Co-sponsors will be the National Scholastic Press Assn., Columbia Scholastic Press Assn., Quill & Scroll Honorary Society, and Associated Collegiate Press.

Winners of the award will be announced at the ANPA annual convention in New York in April. Presentations will be made by ANPA officials at conventions of the respective scholastic and collegiate associations. #

Krupnick Issues Paperweights to Mark 25th Anniversary

Krupnick & Associates, St. Louis, observed its 25th anniversary with the distribution of glass paperweights with a 25¢ piece imbedded in the center. The newly minted 1960 quarter symbolizes the completion of the agency's first quarter-century. From its small beginning, at the depth of the depression, handling only retail accounts, the agency has grown to be among today's top 3% of all U.S. agencies, according to Tom Connelly, Ray Armbruster, Harvey Brown and Ed Kluge, who originally joined Sam Krupnick when he founded the agency and who are now members of the board.

For some years, the agency was solely owned by Sam Krupnick, but in 1947 it became a corporation with the original members of the company as stockholders. Since that time, a limited number of other staff members have been invited to become stockholders.

Ervaco Names Danielson

Wilhelm Danielson has been elected managing director of Ervaco Advertising, Stockholm, effective Jan. 1. Mr. Danielson, who was born in New York, succeeds Hans Stenbeck, who has been named chairman of the executive committee. Ervaco, one of Sweden's leading agencies, was founded by Erwin, Wasey & Co. and a minority interest is still held by Erwin Wasey, Ruthrauff & Ryan. Mr. Danielson has been with Ervaco since 1950.

Roberts Joins Impact

Helen Roberts, formerly continuity director of WOC, Davenport, and WMT, Cedar Rapids, Ia., has been named radio-tv director of Impact Advertising Agency, Washington.

WTHT Changes Hands

Winston-Salem Broadcasting Co., owner and operator of WTOB, Winston-Salem, N. C., radio station, has purchased WTHT, Houston, for $1,500,000. The sale, subject to approval by Federal Communications Commission, includes a two-story office and studio building in downtown Houston and the 70-acre transmitter site of the 5,000-watt, 24-hour station. Winston-Salem Broadcasting also owns and operates WSGN, Birmingham, and WATA-TV and WOLE-TV, in Puerto Rico.

The Milwaukee volume and page

Spectacular Opportunity for the National Advertiser . . . Dominant, Low-Cost Space in the Big Newspaper Market

Today, the great newspaper in the big market represents an unprecedented opportunity for the national advertiser. In the total marketing economy, no other medium can match it for coverage, penetration, local impact and the ability to sell goods at low cost. In Milwaukee, The Journal gathers 9 out of 10 families into one big audience—more than any half dozen magazines combined, and six times as many as the average evening TV program.

Regional Newspaper Selections Do It Better

Newspapers in major metropolitan markets now offer unbeatable combinations to match advertising coverage with sales and marketing plans. The Milwaukee Journal, rated one of "America's Great Newspapers," is proud to be a key part of the dynamic midwest marketing area. Let us show you how our extensive research and merchandising services can make your program here more effective.

Raynor Van Dyke Norton Mocheski Colangelo

ANA CHATTER—*Taking a break from all the talk at the Assn. of National Advertisers' sales promotion workshop were Larry Raynor, American Sugar Refining Co.; Grace Van Dyke and Phil Colangelo, Wool Bureau; Cy Norton, ANA; and Marion Mocheski, Lestoil.*

Canadian Lufthansa to D'Arcy

Lufthansa German Airlines has appointed D'Arcy Advertising Co., Toronto, to handle its advertising in Canada. D'Arcy added Lufthansa in the U.S. last September. James Lovick & Co. is the previous agency in Canada.

Form 2 New San Francisco Agencies as Harlan Retires

Following the retirement of M. E. Harlan, effective Jan. 1, accounts that have been served by Harland & Steedman, San Francisco, will be handled by two new agencies—Steedman & Cooper and Fred Cherry Co. Mr. Harlan is a veteran of 40 years in the agency field.

Steedman & Cooper, which will be the larger of the two new agencies, will maintain offices at 525 Market St., San Francisco. The new principal is Tom R. Cooper, who resigned recently as vp and manager of the Los Angeles office of J. Walter Thompson Co. Fred Cherry Co. will open new offices at 470 Columbus Ave., San Francisco. Mr. Cherry formerly was an account executive with the Harlan agency for the past seven years.

Goldberg to Buell

Louis S. Goldberg, formerly marketing and advertising manager of Onyx Oil & Chemical Co., Jersey City, N. J., has been appointed director of marketing of Buell Engineering Co., New York, a new post. He will coordinate marketing, advertising and sales promotion programs for Buell and its Northern Blower division in Cleveland.

Applegate Adds 5 Accounts

Applegate Advertising Agency, Muncie, Ind., has added five new accounts. They are the glass machinery division of Lynch Corp., the Canadian affiliate of Aluminum Industries, the 1961 International Automotive Service Industries Show, Strataflo Products, Fort Wayne, and Excel Mfg. Corp., manufacturer of decorative lamps.

J&L Names Dr. Paul Gray

Dr. Paul Gray has been appointed vp and marketing director of Johnson & Lanman, New York, ethical drug agency. Dr. Gray, a dentist, was formerly an account executive with Robert E. Wilson Inc. (on Mead Johnson) and Fuller & Smith & Ross (on Eli Lilly).

R.O.P. Color Up 5% in October: Hoe; Retail Share Soars

NEW YORK, Dec. 20—Newspaper r.o.p. color advertising in October totaled 17,009,096 lines, a gain of 5.4% over linage reported for October, 1959, according to a report issued by R. Hoe & Co.

Newspaper color linage in the first ten months of 1960 totaled 144,715,676 lines, up 17% over linage in the comparable 1959 period.

Cigaret advertisers were the biggest users of r.o.p. color in October, placing 2,052,134 lines. New passenger car advertisers scheduled 565,312 lines; coffee and tea ads accounted for 458,857 lines; liquor ads for 435,346 lines; and miscellaneous foods, 429,425 lines.

Among individual brands, Camel cigarets scheduled 985,215 color lines in October, followed by Kentucky Kings, 349,165 lines, and Belair cigarets, 292,921 lines. Also among top users of r.o.p in October were Yuban instant coffee, 260,111 lines, and One-A-Day vitamins, 241,155 lines.

■ The report said that of the 17,009,096 lines of color run in October, more than 7,500,000 lines were placed by retail advertisers, 8,500,000 lines by national advertisers. "It would appear from casual observation of the statistics that retailers are backing a larger volume of r.o.p. color to promote their merchandise. Of all color, 45% is now placed by local advertisers—22.9% greater volume than was placed last year by the same merchants in the 140 cities measured by Media Records," the report noted, adding that over the ten-month period, retailers have placed 12,000,000 more lines than were scheduled in the same period the preceding year.

National advertisers, on the other hand, placed only 7,500,000 more lines of r.o.p. color in the ten-month period than they did in the like period in 1959. "At this rate," the report concluded, "local merchants in 1961 will place more r.o.p. color linage in newspapers than national advertisers."

The Hoe report is issued monthly and is based on a Media Records check of 400 newspapers in 140 cities. #

Magro Adds Sperti Units; Names Five to Staff

John L. Magro Advertising, Cincinnati, has been named to handle advertising for all divisions of Sperti Products. The agency, which previously had handled the Sperti-Faraday division, Adrian, Mich., will now place advertising for the Cooper-Hewitt division, Hoboken, N.J., formerly handled by Erwin Wasey, Ruthrauff & Ryan; Juice Corp. of America, Glendale, N.Y.; Manhan Juice Corp., Ft. Pierce, Fla.; U.S. Portable Tool Co., Cincinnati; and Leukart Machine Co., Columbus. The move adds about $250,000 to Magro billings.

Recent additions to the Magro staff include June Adams, formerly vp of EWRR, account executive; Betty Tiemeyer, formerly with Holland Advertising, radio department; Mary Kistner, formerly with H.&S. Pogue Co. and Globe Wernicke, production department; Stanley Summers, formerly with th the Cincinnati Summer Opera Assn., research department; and Dale Perill, creative department.

Wilkinson Joins Fitzsimmons

Peter Wilkinson, formerly with Doherty, Clifford, Steers & Shenfield, has joined Donald F. Fitzsimmons Inc., New York, as an account executive.

English Adds Cambridge Press

English & Co., Southport, Conn., has been appointed to handle advertising for the American branch of Cambridge University Press.

Journal announces discounts 6% to 18% on Volume

8% to 20% on Page Units

The Milwaukee Journal announces significant rate revisions effective January 1, 1961, offering national advertisers substantial discounts on volume used—ranging from 6% on 1,000 lines to 18% on 100,000 lines in one year. Discounts are also offered for page units—ranging from 8% on one page to 20% for 50 pages.

We believe these new sliding scale rates provide the discount patterns which can best serve national advertisers and agencies. They effectively combine the newspaper advantage of maximum flexibility, with discount brackets to fit the needs of any advertiser, large or small. There are no requirements for frequency or uniformity of space. Multiple products and/or company schedules may be combined for any single advertiser to earn higher discounts.

Journal milline rates have been among the lowest in the country for newspapers offering comparable coverage and service; just above $2.00 daily and lower on Sunday. New millines now earned in larger brackets are actually lower than those previously offered. They should assist major national advertisers to utilize adequate space in Wisconsin's dominant newspaper.

Volume Contract Rates
Space Within One Year

Lines	Discount	Rate per Line Daily	Sunday
Open		$ .95	$1.00
1,000	6%	.893	.94
2,500	8%	.874	.92
5,000	10%	.855	.90
10,000	12%	.836	.88
25,000	14%	.817	.86
50,000	16%	.798	.84
100,000	18%	.779	.82

Page Contract Rates
Black and White or Color Space Within One Year

Discount		Discount	
1 full page unit	8%	30 full page units	18%
10 full page units	15%	40 full page units	19%
20 full page units	17%	50 full page units	20%

THE MILWAUKEE JOURNAL

Member Million Market Newspapers, Inc. New York, Chicago, Detroit, Los Angeles, San Francisco

All Big Accounts on Fee Basis in 5 Years: Ogilvy

(Continued from Page 2)

acquired the $1,500,000 product advertising account of Canadian Shell (*for news of a Canadian move by Mr. Ogilvy's erstwhile British associate agency, S. H. Benson Ltd., see story on Page 2*).

■ Mr. Ogilvy says there are two ways to acquire new business:

"The first is to engage hot-shot salesmen, slick and aggressive. The second—the much better way—is by producing advertising that attracts clients."

Mr. Ogilvy has no use for hot-shot salesmen. The most important function of an advertising agency he said, is the preparation of good ads for all media.

"I spend my whole life preparing ads," Mr. Ogilvy said. "I am not a politician, a contact man. Virtually all our senior people have a creative background."

Mr. Ogilvy spends about a day a week in Toronto consulting with Andrew Kershaw, his managing director there. Mr. Kershaw, when he was with the British Travel & Holidays Assn. in England, was a client of Mr. Ogilvy.

■ "What staggers me about Canadian agencies," said Mr. Ogilvy, "is that so many of them are managed by people who do not work in the creative area. They look on copy writers as inferiors, never allow them to sit on the 'right' floor. Put them in the servants' hall, that's w at they do, and make them use the tradesmen's entrance and, mind you, seldom pay them more than $11,400 a year." #

Some Ogilvyisms Unleashed in Canada

• "We prepare good ads that don't insult the intelligence."

• "I only care about copy and profit."

• "I intend to work until I'm 65. So will our other senior people; we're not like other agencies whose old fogies are succeeded by God-knows-who."

• "I hate staying in hotels. I am looking for an apartment in Toronto."

• "We made our reputation with expensive products, but you can't run an agency for the luxury trade."

• "I like to walk and bicycle. One thing that bothers me about New York is that I can't bicycle there."

• "I don't care how big or small they are, we want some truly Canadian accounts. We hope that after Canadians see what we are doing for Shell our doors will be jammed with prospective clients."

'Top Management Handbook' Includes Texts by 60

A comprehensive survey of management as it is practiced in the U.S. today, "Top Management Handbook," has been published by McGraw-Hill Book Co., New York. Sixty business leaders have combined to provide information on each function of management, from the point of view of the top executive to the head of such activities as sales, production, marketing and finance. Editor-in-chief is H. B. Maynard, president of Maynard Research Council. Authors include David Rockefeller, vice-chairman of Chase-Manhattan Bank; Thomas J. Watson, International Business Machines president; and Arthur B. Langlie, president, McCall Corp.

Price of the 1,236-page book is $17.50.

STAYING HOME THIS WINTER!
By home you mean in "the States," of course.
"So, instead of London, Rome, Côte d'Azur or a cruise to Zanzibar, you can add another conversation piece by enjoying this winter at the Arizona Biltmore.
You'll find that the Arizona Biltmore, perfected in every way over a quarter of a century, invites comparison with the most exotic and entertaining places you have ever visited.
Enjoy golf on the uncrowded, private, 18 hole championship course that is right at your door.
Take dining pleasure in the superb food prepared by our French-Swiss chefs, and served by an impeccably trained staff after the manner of Europe's best.
Acquire a healthful tan while relaxing at the outdoor-swimming pool area under skies that are bluer than those over Italy.
Through on the edge of the desert, the smooth landscaped lawns, tended by Dutch gardeners, are as lovely and green as you have come upon anywhere in your world travels.
And you'll never have dined upon a more delicate delight than the fragrance filling the air around the Arizona Biltmore citrus groves and flowering gardens.
The guests are all people like yourself. They've been everywhere and done everything. They expect the finest. And the Arizona Biltmore gives them nothing less.
Your staying "home" this winter for a change, not only provides a relief from set conventions, but also lets you experience those unbelievable luxuries and pleasures of the
ARIZONA BILTMORE
Full color folder (which cannot possibly do justice to the magnificent 1400 acres of the Arizona Biltmore) is yours upon request.
Write Mr. George Lindholm, President
Arizona Biltmore Hotel
Phoenix, Arizona

WINTER WONDERLAND—*The Arizona Biltmore Hotel, Phoenix, appeals to travelers this winter in the January and February issues of Holiday, House & Garden, The New Yorker, Town & Country and Vogue. Frances Hooper Advertising, Chicago, is the agency.*

FTC Cites Ad Power in Scott, Pillsbury Rulings

(Continued from Page 1)

gave Pillsbury a wider market, access to formulae and modern production facilities which enabled it to immediately expand its operations in the flour-base home mixes market, the commission said.

■ "The result was increased concentration in the mix industry. Pillsbury was one of two top companies which together in 1954 controlled about 66% of the cake mix business in the U.S. and 64% of that business in the southeast," the decision held. "The acquisition of Duff further accentuated this accumulation of competitive strength in the hands of the largest companies in the industry."

The significance of the Duff merger can't be measured by statistics alone, the decision argued. "Duff was one of the oldest brands in the business. It had a recognized, well-established label with good consumer acceptance throughout the country. Duff was a highly effective competitor in a number of ways. It carried a full line of products in cake mixes and other flour-based mixes. It produced a variety of cake mixes, including some that even Pillsbury did not make until after it acquired Duff."

■ The decision noted that in 1951 Duff's volume was over $6,900,000, that it was sold through the nationwide sales organization of American Home Foods, with approximately 400 salesmen, to chains, wholesale accounts and other outlets. "All these considerations contribute to the conclusion that Duff was a well established and substantial competitor," FTC said.

By implication, FTC let stand the strong comments which hearing examiner Edward F. Haycraft recorded on Pillsbury's advertising power. His initial decision, proposing that Pillsbury be required to sell the Ballard & Ballard and Duff property, was protested by Pillsbury in a brief that noted that he had made at least 85 references to advertising, and used the words "predatory" and "aggressive" repeatedly to describe Pillsbury's competitive practices. The commission's final order, which is subject to appeal in the courts, made some technical modifications in Mr. Haycraft's decision, without softening or withdrawing any of his references to Pillsbury's merchandising power.

■ In the Scott Paper case, FTC drew heavily on Scott's advertising and marketing power to support its view that even a vertical merger—the absorption of a supplier—is illegal if it enables an industry leader to solidify its position.

The commission noted that Scott's advertising expenditures increased from $2,900,000 in 1950 to more than $10,300,000 in 1956. "The record establishes," it said, "that consumer demand for certain of Scott's products had been and continued to be unequaled by any of its competitors, and that the commanding market position that it had achieved in 1950 had been substantially enhanced in 1955."

The commission's decision contended that in Scott's case, the acquisition of supply sources should be forbidden because the additional facilities enabled a company already in the forefront of its industry to increase its number of brands and otherwise diversify its products more readily than it could if it built the facilities itself.

"The acquired properties became stepping stones to expanded production facilities sooner than would have been the case with entirely new construction," the commission argued. By 1955, approximately 23% of Scott's total shipments were traceable to facilities acquired through the mergers, it pointed out. "Without that increased production respondent's share of the total market, instead of being 32.72% in 1955, might well have declined to 24.27%, whereas it had been 26.76% in 1950."

■ By ordering Scott to dispose of the three pulp and paper plants, the commission reversed hearing examiner William L. Pack, who said no anti-competitive consequences could be traced to these acquisitions, since others can readily enter the sanitary paper products business and compete effectively with Scott.

"Ease of entry" implies successful entry, and possibilities of growth, FTC pointed out. It said no product entering the business since 1950 had become a major factor by 1955. It found a high concentration of sales, particularly in the resale field where four large companies, including Scott, had approximately two-thirds of the business.

The decision quotes Scott's own reports to stockholders, noting that stockholders were told that entry as an integrated producer requires a high plant investment in proportion to dollar sales, in addition to large outlays for timber reserves and working capital.

Acquisition of Charmin Paper Co. by Procter & Gamble in 1957 and purchase of Marathon Corp. by American Can Co. that same year may attest to these companies' faith in the economic future of the sanitary paper products industry, FTC commented, "but these acquisitions hardly support the conclusion that there is ease of entry into the industry generally."

■ FTC scoffed at examiner Pack's finding that quality of product accounted principally for Scott's success, and that its pre-eminence in national advertising did not tend to foreclose its competitors from the relevant markets.

Other companies, including those in lower price fields, maintain research facilities in addition to Scott, FTC noted. "Nor has the respondent been an outstanding leader in developing new products.

"It has often waited to see whether innovations adopted by its competitors—color tissues, for example—would gain consumer acceptance. The contention that the unique quality of its products principally accounts for respondent's pre-eminent position in the relevant markets is without support in the record," FTC said. "The magnitude of competitive disparities and handicaps which will result" are obvious "if the respondent continues to increase its expenditures for advertising and promotional activities at their past rates of increase."

■ In his decision proposing to drop the case, the examiner had concluded that no substantial harm could result from Scott's expenditures for national advertising because smaller competitors could use local advertising, or cooperative arrangements with retailers.

"Beginning in 1955, however," FTC said today, "the respondent intensified its use of merchandising activities among retailers and integrated them with its national advertising.

"Hence," FTC said, "it can be seen that local merchandising activities are not exclusive trade tools of the smaller producers."

PUBLIC BENEFITED BY ACQUISITIONS: PILLSBURY

MINNEAPOLIS, Dec. 22—Paul Gerot, president of Pillsbury Co., said today a Federal Trade Commission decision seeking to force the company to dispose of the facilities of Ballard & Ballard and Duff baking mix division will be appealed.

Mr. Gerot said Pillsbury believes that anti-trust laws are designed to stimulate the choice of goods available to the public, rather than simply foster competition for its own sake.

"In the case of our purchase of both Ballard and Duff," he said, "we feel the public has benefited. Pillsbury's research, technology, marketing organization, and expanded production facilities enabled the company to introduce new products at a rate far exceeding that of the predecessor companies.

■ "As a result, consumers now have a far wider selection of goods at lower prices than they had previously. Because Pillsbury now markets its products in certain regions where it has been uneconomic for the company to do so before, competition has been stimulated, not stifled."

He contended that FTC acted on "preliminary figures" furnished in 1951, and ignored "accurate figures" which were subsequently presented. #

SUSPANTSFUL—*M. C. Shrank Co. will promote its Suspants pantics via two-color pages starting in February in Mademoiselle, Seventeen, Ingenue and New York Times Magazine. Ehrlich, Neuwirth & Sobo is the agency.*

License Agencies, Nemarow Urges

(Continued from Page 1)

college or university and be required to have majored in English, journalism, economics or sociology."

Thereafter, Mr. Nemarow said, the adman and pr man should undergo an examination which should be equal both in scope and depth to that given lawyers, physicians, architects and other professionals.

■ "Only from certification by a duly constituted board, to whom the practitioner would be responsible for his acts, will the quality-starved public find safeguards when it buys heavily promoted items. It will also help our profession attain popular respect," the agency president said.

He noted that media have been asked to play a more important role in policing ads and said that this would be almost impossible physically. He said media could not check the facts in the multitude of ads and could not ban ads except in cases where the text and tenor were obviously false.

"Admen, however, who work closely with their clients, know precisely what is being offered," Mr. Nemarow said.

■ Mr. Nemarow's proposal recalls the suggestion made in May, 1958, by Ad Fried, head of Ad Fried & Associates, Oakland (AA, June 2, '58). Mr. Fried also said that admen should be licensed by state boards but specified that the boards should not be run by government but should be composed of members of the profession.

"Just as doctors and lawyers are limited in quantity to meet the required needs of the population, with examinations given as to ability and qualifications, so should advertising agencies, and the creative people who staff them, be made to qualify," Mr. Fried said.

Mr. Fried's statement followed criticisms of agency licensing voiced in April, 1958, by Ross Roy, then president of the old Ross Roy Inc., and now chairman of Ross Roy-BSF&D, Detroit, and by the late Lynn Ellis, agency management consultant (AA, April 7, 21, '58).

Mr. Roy, who said he understood that about 50% of the members of the Western States Advertising Agencies Assn. allegedly wanted agency licensing, blasted those admen who would invite government regulation. "If anyone in advertising is looking for a cozy niche, safely insulated against competition, he ought to get out," Mr. Roy said. #

3M, Warner-Lambert Suspend Merger, Seek U.S. Approval

Minnesota Mining & Mfg. Co. and Warner-Lambert Pharmaceutical Co. have suspended action aimed at combining the two companies, pending the results of a Department of Justice investigation the companies themselves had requested in order to avoid any subsequent anti-trust litigation.

The companies sought advance clearance by the government even though their own attorneys had advised them that a merger could be effected within the framework of the anti-trust laws.

Okay C-C, Macmillan Merger

Stockholders of Crowell-Collier Publishing Co. and Macmillan Co. have approved a merger of the companies, effective after an exchange of stock. Macmillan, publisher of a line of fiction and general books, will continue to operate under its name as a subsidiary of Crowell-Collier.

"the readers of Ad Age are a responsive lot"

2500 READERS RESPONDED...

FARM JOURNAL.... *The Magazine Farm Families Depend On....*

WASHINGTON SQUARE
PHILADELPHIA 5, PA.
WALNUT 5-5530

Advertising Age
630 Third Ave.
New York 17, N. Y.

Gentlemen:

It's apparent to us--the readers of Advertising Age are a responsive lot.

We know, because 2500 responded to our "What's The Name of This Consumer Magazine?" contest advertisement. This message appeared exclusively in the October 10th issue of Advertising Age and the returns were all received over a two-week period.

Perhaps even more interesting than the number of returns is the quality of the respondents--the high incidence of executives, both advertising agency and advertiser, who make and influence advertising decisions for America's best-known brands.

While a great many of the "pros" did name Farm Journal, virtually every other big consumer magazine was mentioned, too. In other words, when advertising-men didn't identify us, they knew from the clues that we belonged on the first team.

Advertising Age delivered quality in quantity which confirms the high regard we have always had for your publication. And, we are happy to share these results with you.

Cordially,

Donald F. MacClemmy
Promotion Manager

DM/mmk

When the Farm Journal wanted to find out how well advertising and marketing executives knew their market story, they decided to run a blind contest ad exclusively in Ad Age. A few clues in the ad copy helped the contestants. The Farm Journal folks found out in a hurry how well Ad Age readers respond. 2500 people—many of the top echelon executives in industry and advertising agencies—responded to the ad.

If you have any doubts about your market message—tell it in Ad Age—where leadership in readership means action for you.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS 630 THIRD AVENUE • NEW YORK 17, NEW YORK

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker